



GETZ PHARMA-A SUCCESSFUL JOURNEY

Nouman Amin

This case written by Nouman Amin, Nayyab Fatima and Mohsin Raza Superior University, Pakistan. It is intended to be used as the basis for class discussion rather than to illustrate either effective or ineffective handling of a management situation. The case was compiled from field research.

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Background

“Wherever the art of medicine is loved, There also a love of humanity”

(Hippocrates)

It is part of the Getz Group of Companies that has been working for more than 160 years. In 1852, in California, Joseph Getz, a Prussian immigrant, and his three brothers opened a general store in Lower Lake. By the 1870s, the Getz Brothers were supplying Shanghai, Hong Kong, Calcutta, and Madras with pharmaceuticals and food. It is also worthwhile that the groups of Getz Pharma have global employment structure based on more than 1000 workers from different field. They deal in different products of healthcare and exports these products to more than 50 countries.

The largest branded generic pharmaceutical firms in Pakistan (Ashfaq et al., 2017)¹, Getz Pharma (Private) Limited, is one of them and it was founded in 1995 (Jawaid, 2011)². Getz Pharma has grown tremendously both qualitatively and quantitatively since its inception. After 20 years of growth, Getz Pharma has taken first place as recognized as one of the country's fastest-growing pharmaceutical companies. According to their website, Getz Pharma is a multinational pharmaceutical company that develops, manufactures, tests, and markets a variety of high-quality, low-cost pharmaceuticals. Healthcare professionals throughout the world have come to rely on the company's goods and services.

Because of World Health Organization (WHO)³ has approved the production plant in Pakistan, Getz Pharma is the only business in the country to offer these products. For the first time in Pakistan, the Quality Control Laboratory has been approved by the WHO.

¹ Ashfaq, M., Khan, K. N., Rehman, M. S. U., Mustafa, G., Nazar, M. F., Sun, Q., ... & Yu, C. P. (2017). Ecological risk assessment of pharmaceuticals in the receiving environment of pharmaceutical wastewater in Pakistan. *Ecotoxicology and environmental safety*, 136, 31-39.

² Jawaid, S. A. (2011). It all happened at the First Pakistan Pharma Summit. *Pulse International*, 12(13).

³ **World Health Organization** is the World Health Organization is a specialized agency of the United Nations responsible for international public health.

Getz Pharma has been distributing its products to more than one dozen products to nations in the region. According to IMS⁴, it is perfect firm based on its medicinal system and its products.

Getz Pharma is the best and excellence in its operation and there is no gender discrimination and equal opportunities for all. Furthermore, the quality of product is the ultimate goal of Getz Pharma through which both national and international employees are treated well and due to the best managerial display, Getz Pharma is enhancing its expansion eventually. The pace of the growth has increased significantly since the start of the journey. An international market research organization named the International Market Research Society ranked Getz Pharma as

Pakistan's 6th in overall as IMS declared it, the best company in 2008. Insurgent, Pakistan's first human insulin was manufactured in 2009 as a part of a larger investment in biotechnology.

Customers might expect to find a variety of biotech items from the company (Ahmed, 2015)⁵. The company's manufacturing infrastructure in 2010 as the investments rose depicts the company's goal as well. Aside from these new facilities, and also have made significant investments in a fully-equipped gym, training centers, and a top-notch auditorium. As of now, the company is the

Pakistan's second-biggest tax-payer and the country's largest pharmaceutical investor. WPPF⁶ payments are also a significant part of the budget, and it rank sixth nationally in this regard.

Only Getz Pharma is compliant with the current Pharmaceutical Inspection Co-operation

⁴ Information Medical System

⁵ Ahmed, R.R.(2015). Case Study: Getz Pharma – A Successful Journey. SZABIST, Karachi and Indus University, Karachi.

⁶ Workers Profit Participation Fund

Scheme principles and requirements, making it a unique manufacturer in Pakistan. In spite of the rapid expansion, company has not lost sight of the commitment to the community. Helping others is one of core values, and it is always looking for ways to contribute for the betterment around the world around. The CSR efforts are both internal and external, and excellent benefits for all employees, also assist the greater community. The expansion and development (Figure 2) can be observed below.

Success Pillars

Respect for people: Our principals, employees and suppliers form the basis of our quality and service. Everyone shares responsibility for Getz Pharma's reputation as a quality manufacturer and marketer, hence each deserves to be treated with fairness and dignity.

Respect for our Business associates and clients: Getz Pharma seeks long-term and transparent relationships with its business partners, and enters into all transactions with integrity and trust.

Focus on safe technology: Getz Pharma selects technology that adds real value to its products and services while keeping the environment safe.

A long history of ambitious dreams realized in a short time has given us an edge over the competitors. Despite the fact that it has been twenty years, goals are still lofty and the passion is unwavering. The company has high hopes for this endeavor.

The Villa Rosa Kempinski hotel in Nairobi, Kenya, hosted a five-day forum in June 2014 attended by 175 doctors from Sudan, Kenya, and the Philippines. It was hosted by Nairobi's central business district. Topics included the importance of promoting research and the formation of recommendations, as well as the importance of incorporating professional opinion into healthcare policy-making at this global meeting of experts (Figure 1). It was revealed what is new in the fields of diabetes, high cholesterol, and hypertension at four expert roundtables on Kenya's lifestyle illnesses. Clinical quality, science, and academics were further displayed by Getz Pharma during

the conference (Report, 2013)⁷.



Fig 1 Global Activities of the Getz Pharma

Furthermore, infectious disease has no national boundaries, and countries in poor regions are particularly vulnerable. These disorders, that might vary greatly from nation to nation, all countries must make cooperation and knowledge sharing among clinicians in order to stop their spread.

In Kuala Lumpur, Malaysia, on 22 August 2014 by the pharmaceutical company Getz Pharma to discuss infectious diseases. More than 150 participants from around the world came together to address the issues they face in their own nations, as well as the opportunities for collaboration in many fields. The Antibiotic Stewardship Program was also introduced during the summit, which emphasized the necessity of judicious correlated its supply. Participant knowledge and practical experience were the primary goals of this academic session.

Gross Sales of the company in 2020 registered an increase of 14% to PKR 35.4bln, mainly on the back of volumetric increase. Whereas Gross Sales for first 6 months of the year 2021 grew by 13% (PKR ~20bln).

⁷ A Report. (2013). Two Decades of Excellence. Vol.13.Getz Pharma. Karachi.

Graph LEED

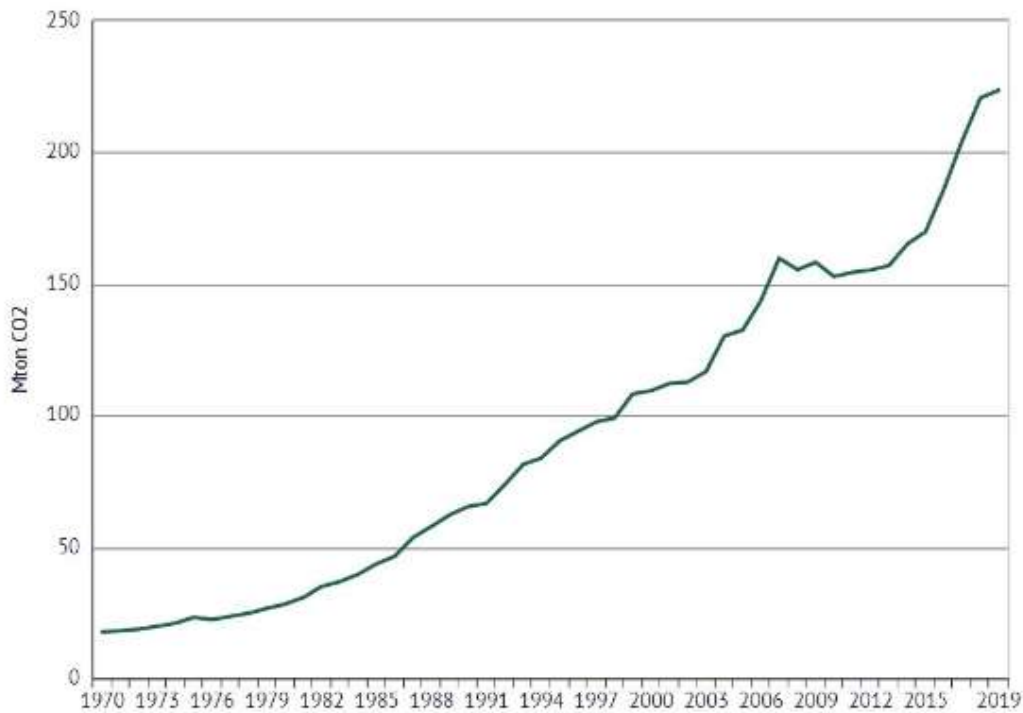


Fig 2. Expansion and Development of Getz Pharma

Possible Opportunities

Getz Pharma is committed to cooperate with organizations that share its goal and reputation. With the collaboration of AbbVie⁸, a recognized firm, strengthen the marketing and distribution capabilities. As a result, Getz Pharma is now fully responsible for the distribution and marketing of its strong line of pharmaceutical

⁸ Founded in 2013, AbbVie is an American biopharmaceutical business.

products in the therapeutic areas of anesthesiology and neonatology in Pakistan.

The partnership signing celebration was hosted by Getz Pharma Pakistan and attended several national and international conference based on all its offices within the country and outside the country. Through such collaborations, various future chances are established and vital areas of the business are promoted for the benefit of both employees and employers. The company's work with AbbVie demonstrates the commitment to provide Pakistan's medical community with improved health care treatment alternatives.



Fig 3 Opportunities for all

Challenging Issues

In keeping with the mission of conducting research to enhance patient health, the company employees attended a one-day symposium on HCC held by the PSSLD⁹ and the Asia Pacific Association for the Study of Liver. The two-day symposium in Karachi drew over 1,000 gastroenterologists, hepatologists, and senior physicians from Pakistan and the Asia-Pacific area. In Pakistan, the increased prevalence of liver cirrhosis and Hepatitis C has resulted in an increase in HCC, a type of liver cancer that concerns the country's medical establishment in Karachi. The event's keynote address was presented by Dr. Graham Foster, a prominent Consultant Hepatologist. Additionally, the conference provided an excellent chance for company to highlight the cooperation

⁹ Pakistan Society for the Study of Liver Disease

with AbbVie, which accomplished by setting up a stand for attendees to view.

Marketing and Finance

The pursuit of the best possible human health is the driving force behind Getz Pharma's operations. In its pursuit of improving the quality of life in the communities it serves, Getz Pharma conducts pharmaceutical and biotechnology product research and development, manufactures, and Markets products in the pharmaceutical, biotechnology, and health-care industries. Getz Pharma is committed to enhancing the well-being of the people in the communities in which it operates. Getz Pharma can build its brand image in these regions by developing a strong and agile marketing and sales presence in South Asia, Central Asia, Southeast Asia, the Asia-Pacific region, the Middle East, and Africa. Getz Pharma has a strong and agile marketing and sales presence in these regions.

Getz Pharma is ranked as the fastest-growing company in the regions where it sells its products by IMS Research. Except other activities (Figure 4) celebrated under the umbrella of Getz Pharma. The reason that goods are well-accepted and that demand for them is increasing in these nations is due to the trust placed in them by the medical community and patients around the world in them quality. Getz Brothers & Co. Inc. is a multinational corporation with operations in 23 countries, the majority of which are in Asia and Australia.



Fig 4 Celebration of International Women's Day

In order to provide high-quality goods that are affordable to a varied cross-section of the community, Getz Pharma has established a marketing philosophy that places a strong emphasis on scientific information dissemination. Being socially responsible while still contributing to the medical field are two important goals. Getz Pharma's goal in the international market is to establish a position of leadership in every aspect within three years of launching it in every market, regardless of the country. Future plans have a heavy emphasis on establishing a presence in new geographical areas, with a particular emphasis on countries in the Asia Pacific, Central Asia, the African Markets, and the Middle East, among other regions and countries. The ideology is built around the concept of community of the Getz Pharma which is vital.

Supply Chain and HRM

When a company like Getz Pharma has 160 Stock Keeping Units of inventory, relying on a single provider for all raw materials becomes difficult. So the firm is not dependent on a few providers. Raw materials are out-sourced from a variety of local and international suppliers. Because each product is unique, it requires distinct raw ingredients. Getz Pharma buys both native and imported ingredients for its products. The company

imports raw materials from China, Korea, Malaysia, Singapore, Sri Lanka, the Philippines, India, and England. Some of the company's raw material out-sourced from other than these countries.



Fig 5 HRM Activities

The facility's safety features include beam detectors and water sprinklers. This report covers Getz Pharma's supply chain activities. It is Pakistan's third-largest pharmaceutical company. Continuous improvement in quality, procedures, and operations, as well as supply chain activities, is the driving force behind their success. To ensure product quality, Getz Pharma only purchases raw materials from the world's best suppliers. Suppliers are compared on pricing and product quality. The firm is global and local. Almost all of the raw ingredients utilized in the final product are imported.

International Employee Appreciation Day recognizes employees' contributions. Getz Pharma believes in rewarding employees throughout the year because they are the key factor for the amazing success. On this momentous day, Getz Pharma put out the red carpet for the employees, who are true champions and stars. Getz Pharma also handed the staff freebies as a thank you. Human resource management believes that good people provide good results, which is why it uses socio-economic growth as a metric of employee success.

Also included are human resource implementation, strategic planning and design, marketing and sales (including international business), plant operations (including quality assurance and quality control), regulatory affairs (including quality control and regulatory affairs), finance (including information technology), and supply chain management (including supply chain management). When it comes to the implementation of company strategy, the Executive Committee defers to the Business Council.

As part of its partnership with the Dow University of Health Sciences (DUHS), Getz Pharma cooperated with MEDACE, an online learning platform that provides medical professionals with certificate courses on the latest health trends. Getz Pharma programme seeks to give healthcare professionals with a forum to learn sophisticated medical techniques and ways to treating patients (KALSOFT, 2021)¹⁰. It is a great resource for medical students and residents who wish to learn from local specialists in their specialties. Senior medical experts can also use this platform to provide their own educational courses. The foundation of the quality and service is based on the principals, staff, and suppliers.

A company's reputation depends on its ability to produce high-quality products and market them, so each employee deserves to be treated with respect and dignity. It is Getz Pharma's goal to build

long-term and honest partnerships with its business associates and clients, thus all transactions are conducted with integrity and confidence. Focus on the safest technologies. (Getz Pharma, 2021)¹¹. As a company, Getz Pharma is committed to share its achievements with the broader community.

It has been worked with (CSO)¹² and other non-profits in the healthcare field to promote social awareness through charitable and non-commercial endeavors (CSO) as a result,

¹⁰ KALSOFT.(2021). A Case Studt-Getz Pharma. https://kalsoft.com/case_study_of_getzpharma.

¹¹ Getz Pharma.(2021). <https://getzpharma.com/about-us/>, Karachi.

¹² Civil Society Organizations

the key to ensuring product quality predominantly. Getz Pharma strives to be regarded by its workers as one of the greatest places to work in every country where it has operations. An emphasis on safe technology, teamwork and openness are some of the basic characteristics that guide company's culture of respect for people.

Therefore, Getz Pharma is devoted to the pursuit of new knowledge through its R&D division. International requirements are met by the company's staff of highly-skilled, qualified, and experienced researchers who use cutting-edge technology. The R&D facility of Getz Pharma is one of the most interesting, illuminating, and up-to-date in the United States.