



**United International University**  
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## **Internship Report**

**On**

# **Procurement Process of Orion Pharma Ltd.**

### **Submitted To**

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### **Submitted By**

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Submission Date: 22 December, 2024

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## Letter of Transmittal

12 December, 2024

Mimnun Sultana  
Assistant Professor  
School of Business & Economics  
United International University

Subject: Submission of Report on “Procurement Process of Orion Pharma Ltd.

Dear Mam,

I am submitting my internship report on “Procurement Process of Orion Pharma Ltd.” with due gratefulness and respect. With sincere cooperation, I have tried to implement my academic and professional experiences in the practical field. Many limitations exist, but I have tried to the best of my ability to make this paper as accurate and reliable as possible concerning major and profound issues. If you have any further questions regarding any other additional information, I would be very pleased to explain further. The internship report from Orion Group is finalized as my partial completion of the requirements for BBA degree.

I have gathered as much information regarding procurement processes and activities of Orion Pharma Ltd. While writing the report I had tried to follow all the guidelines you had given. This is a great organization to work in, the internship has been a very enlightening experience so far.

I really want to thank you for your advice and steadfast support. I am grateful for the opportunity to learn something new and get better at my abilities. I hope to hear from your further thoughts about the analysis of the report.

Sincerely,



Grace Angel Gomes

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## **Acknowledgement**

I would like to convey my gratitude to the almighty, for helping me muster up the strength and composure to complete this assignment within the required time. Internship is an essential and important component of the BBA curriculum. Orion Group provided me practical experience by allowing me to observe and participate in the daily activities of the company.

I would like to reimburse my profound respect to Mimmun Sultana, Assistant Professor in United International University's School of Business and Economics (SOBE), for being my excellent internship supervisor. Without her vital counsel, this endeavor would never have been accomplished.

Gratitude also goes out to Mr. Sahidul Islam, Senior Assistant Manager of Commercial Department and my supervisor at Orion Group, for always giving me sound advice and sage comments during the course of this internship. I would like to extend my appreciation to all the officers and employees at Orion Group for their complete support during this challenging time.



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## **Executive Summary**

The purpose of this paper is to analyze the procurement processes, operational challenges and strategic initiatives of Orion Pharma Ltd.; to present its supply chain the exploration of the most critical operations and concerning regarding its future performance in the global pharmaceutical market.

An extensive distribution network of 21 Sales & Distribution centers in Bangladesh, serving urban and rural areas, supports the company's operations. Orion Pharma's products are being exported internationally, to Asia, Africa, and Europe, and the company is actively seeking approval in other regions. This global outreach is the vision of becoming a world-class pharmaceutical company focused on generic finished products.

Orion Pharma has solid R&D potential, a global reach and a broad product portfolio. Nevertheless, further improvement needs to consider dependence on a few key products, steep R&D costs and regulatory problems. In terms of opportunities, the company can turn business into emerging markets, make use of technological advances and enter into strategic alliances.



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# Chapter 1- Introduction

## **1.1. Introduction of the Report:**

As a result of Globalization; the idea that firms are linked in a networked supply chain is more and more established and accordingly appreciated. This strategic viewpoint has created the challenge of coordinating the entire supply chain more effectively and efficiently, from upstream to downstream activities. While supply chains have existed ever since businesses have been organized to bring products and services to customers, the notion of supply chain management (SCM), is a relatively recent branch of management.

Orion Group is a renowned conglomerate in Bangladesh with a diverse range of businesses. Its member companies include Pharma & Health Care, Infrastructure Development, Power, Energy, Real Estate, Construction & Allied, Hi-Tech Agro Products, Cosmetics & Toiletries, Textiles & Garments, Footwear and Footcare, Home Appliance and IT & Gaming.

As a subsidiary of the Orion Group, Orion Pharma Ltd., one of the leading pharmaceutical companies in Bangladesh, now has a very strong portfolio of high quality and generic pharmaceutical products. The company was established in 1965 and produces a wide range of formulations such as tablets, capsules, syrups and injections for each therapeutic category such as oncology, cardiology, antibiotics, anti-diabetics, anti-anxiolytics etc. Orion Pharma has a robust commitment to quality, conforming to international standards such as ISO 9001, Good Manufacturing Practices (GMP) and other similar standards to guarantee the propriety and efficacy of its product.

This report focuses on the procurement process of Orion Pharma Ltd. The main objective is to analyze and provide a detailed study and understanding of the procurement process along with its impacts and benefits. The aims are to know how Orion Pharma Ltd. doing its procurement activities and to find and understand the way of efficiency improvement regarding this sector.

## **1.2. Background of the Report:**

After completing all the course credits a student of final year supposed to do internship program to get a real-life experience and practical knowledge and practice his academic knowledge in corporate section. I was appointed at Orion House, the head office of Orion Group for a 3 months internship. The duration of my internship was from 1 June 2024 to 31 August 2024. It was a great experience to work in this group mainly regarding procurement process.



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They have several member companies but I had worked under commercial department of Orion Orion Power Sonargaon Ltd., Orion Digital Power Ltd., Orion Oil & Shipping Ltd, and Orion Pharma Ltd.

As a part of my internship program, I have to submit an internship report on the basis of my work and learning experience which is recommended by my honorable supervisor. This report is particularly based on the procurement process of Orion Pharma Ltd. It would help its audience to understand the procurement activities and process of Orion Pharma Ltd., a production company for pharmaceutical products.

### **1.3. Internship Responsibilities:**

As an intern in Commercial Department, I was appointed to work for different subsidiaries of Orion Group such as- Orion Power Sonargaon Ltd., Orion Oil & Shipping Ltd., Digital Power & Associates Ltd., and Orion Pharma Ltd., and Others. Orion Pharma Ltd. is one of the best pharmaceutical companies in Bangladesh as well as one of the most successful in the industry overall. The fact of belonging to this major organization is a positive step towards achieving a great part of the objectives I chase. My internship role within supply chain planning required working very closely with Mr. Sahidul Islam, a Senior Assistant Manager of Commercial Department. I would not be able to complete my job successfully without him.

An intern under Mr. Sahidul Islam at Orion Group is a significant role in the supply chain and commercial team. Intern would work with Mr. Sahidul Islam and the team around a number of supply chain planning and execution activities.

As an intern, my role included playing a support function to many things in the supply chain from data analysis and inventory optimization, collaboration, processing procurement, data entry in ERP, and documentation. I worked with and supported other employees to collect and analyze key supply chain data including inventory, forecasting demands, and supplier performance to help create insightful reports to make progress in the decision-making process. Given collaboration with various cross-functional team such as sales, logistics, and procurement helped me understand the interlocking of different department and their contribution towards achieving business goals. At the same time, I was trained on supply chain management tools and software and therefore got first-hand experience which helped to strengthen my technical

knowledge in that particular field. Additionally, I participated in process improvement initiative by finding out areas for improvement and assisting in doing so streamlined procedures. Throughout my internship, I received excellent mentorship from Mr. Sahidul Islam which has not only expanded my knowledge of industry based practices but also helped me to learn and develop some critical skill and solid foundation to a future career in Supply chain management.

#### **1.4. Objective Of the Report:**

The objective of the report can be divided into two categories- primary and secondary objectives. Those are as follows-

##### **1.4.1. Primary Objectives:**

- To analyze and provide a detailed study and understanding the procurement process along with its impact and benefit.
- To know how Orion Pharma Ltd. doing their procurement activities and to find and understand the way of efficiency improvement in regarding this sector.

##### **1.4.2. Secondary Objectives:**

- To gain hand on experience in procurements system, software and tools
- To understand supplier relationship management
- To spread and share information about Orion Pharma Ltd.
- To develop problem solving abilities and provide recommendation to Orion Pharma Ltd.

#### **1.5. Methodology of the Report:**

This report is basically descriptive report. The report involves qualitative approaches and descriptive methods. The method is flexible and easy to understand the process. I just explain the details procedure which I used to do in the organization with proper data and calculation.

Following is the details of methodology of this study.

##### **1.5.1. Data Sources:**

Data has been collected using both primary and secondary sources.

##### **1.5.2. Primary Sources:**

- Company records and documents

- Observations of insights of Orion Group
- Interviews and conversations with the employees within the department
- Conversation with my supervisor

### 1.5.3. Secondary Sources:

- Journal and publications of Orion Pharma Ltd.
- Annual Report of Orion Pharma
- Articles in both online or hard copies
- Website of Orion Pharma Ltd.

## 1.6. Learning Outcomes from Internship:

I got clearer practical experience of the definite supply chain system of Orion Pharma Ltd., being an intern of Orion Group. With the work experience in commercial department, I gain various experiences that I can apply in the other departments of which I have not experienced with before. Working with individuals from so many departments was advantageous for creating partnerships for future professions. Moreover, getting the opportunity to apply knowledge gained from my supply chain major directly for me involved being a part of the supply chain process planning for Orion Pharma Ltd., which allows me bring out a clear explication of real functioning of everyday activities in the procurement sector.

## 1.7. Scope of the Study:

The scope of this study focuses on providing an in-depth understanding of the procurement process of Orion Pharma Ltd. From an industrial standpoint, the study establishes how Orion Pharma operates its procurement business with international pharmaceutical quality standard practices. The study seeks to present practical insight into guaranteeing quality, cost effectiveness and regulatory compliance in the procurement process through an analysis of the systematic approach to supplier selection, raw material sourcing and the use of customized ERP systems. This is of equal importance for companies that are focused on optimizing their supply chains under the growing competitive market, and changing global trade complexity. The findings can help pharmaceutical companies to develop effective procurement strategies to

favor minimization of delay in procurement, enhancement of supplier reliability and optimal inventory management.

Moreover, this study expands the understanding on how procurement processes are related to overall operational efficiency and business success. The report serves to create a structured model of procurement practices by detailing Orion Pharma's supplier evaluation, order placement, customs clearance and shipment management. Such knowledge is useful to professionals, academics and future supply chain managers who seek to comprehend how procurement, cost management and production continuity interplay. Also, it emphasizes the synchronization of cross departmental collaboration and technology integration that improve the performance of procurement. It highlights the challenges of supplier reliability, regulatory hurdles, and cost fluctuations which can be converted to lessons learned for real world supply chain disruptions.

Additionally, it showcases procurement complexity within a highly regulated industry such as pharmaceuticals, establishing theoretical bases in connection with practical applications. It strengthens theories of supply chain optimization, risk management and lean inventory practices by linking the efficiency of the procurement system to organizational growth and competitive advantage. Furthermore, this study shows that modern ERP tools enable procurement operations to become streamlined and prove the theory of technology driven supply chain integration. This study serves as a basis for more investigation by academics into the procurement dynamics in an emerging market and their implications on global competitiveness. In essence, it enriches not only the understanding of Orion Pharma's procurement excellence, but also provides a rich learning resource for industrial practitioners, scholars and supply chain enthusiasts aiming to improve procurement efficiency and resilience.

### **1.8. Limitation Of the Report:**

There was full cooperation to work hard and get the job done from every employee, stakeholders, and officials at Orion Group. However, during my internship program and while developing this report, there were some constraints that I have experienced.

Firstly, as I worked with a highly occupied team it was difficult for me to organize the working time in order to take data for the report from them.



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Second, there was so much information in relation to Orion Group that could not be unveiled for the benefit of the firm's well-being.

Finally, in a process of collecting secondary data, there were challenges experienced when trying to retrieve all the required information from their online sources including website and annual reports and other related publications.



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# Chapter 2- Company & Industry Overview



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## **2.1. Overview of Orion Group Bangladesh:**

Orion Group is a well-known conglomerate company in Bangladesh and its activities have been spread over numerous industries ever since its inception in 1985. It is multinational conglomerate headquartered in Dhaka which owns a number of businesses ranging from power generation and infrastructure development, pharmaceuticals to real estate, textiles, hospitality, digital power, energy, oil & shipping, footwear, IT & gaming, high-tech agro products etc.. Sectors like energy, where the group has taken a prominent role in several major power projects, and pharmaceuticals in which its subsidiary Orion Pharma is one of the biggest players in the industry are particularly important for the Group. In addition, Orion has ventured into high tech agro products and cosmetics, which clearly indicate the company's ability to diversify and adapt to market needs. Based on a commitment to sustainability and economic development, Orion Group is a powerful force in the growth of Bangladesh's industrial and infrastructural development.

## **2.2. Overview of Orion Pharma Ltd.:**

Orion Pharma Ltd. is one of the leading pharmaceutical companies which was established in 1965 in Dhaka, Bangladesh and has become worldwide famous for its high-quality product and advanced idea on pharmaceutical sector. It is one of the 27 sister concerns of Orion Group that produces many types of pharmaceutical formulations like tablets, capsules, syrups, injection, dry powder for syrups. This organization focuses on a wide range of therapeutic indication areas including oncology, cardiology, antibiotics, anti-diabetic, and anti-anxiety products. With a concentration on quality, Orion Pharma adheres to international standards, having earned certifications such as ISO 9001:2000 and thereafter complied with the Good Manufacturing Practice (GMP) standards. These standards make sure that only safe and effective products are delivered to the customers. Stepped-up research and development expenditure, and technological advancement entails that Orion Pharma continue to maintain its market leadership. However, the company has also gone international and started exporting its products to different areas around the world which include Asia, Africa, and Europe. Demonstrations of this caring include its CSR programs such as providing of medical scholarships/health programs among other. The Manufacturing Operating Model also has a target to increase manufacturing



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capacities in relation to global regulatory realms where Orion Pharma intends to construct state of art facility as per the US FDA, UK MHRA and Australian TGA standards.

### **2.3. Vision of Orion Pharma Ltd.:**

“To be regarded as a world-class pharmaceutical company in the field of generic finished products.”

Orion Pharma Ltd.’s vision is to be a world-class pharmaceutical company, excelling in developing and manufacturing of generic finished products. The company strives to gain market space in the global pharmaceutical market by maintaining the quality and efficacy of standard products. Orion Pharma’s determination to make world-class healthcare accessible and affordable for everyone is what drives this vision. It reflects several key observations:

- (i) ***Global Reach and Reputation:*** The vision reflects Orion Pharma’s desire to become a strong international player, and provide the products that meet worldwide standards regarding quality and efficacy. This shows a company that wants to become a big name globally from small domains only.
- (ii) ***Commitment to Generic Medicines:*** Orion Pharma is focusing on generic finished products, as this is a fast-growing industry that gives access to the market with lower cost. In this way Orion Pharma offers affordable healthcare solutions without losing quality.
- (iii) ***Focus on Quality and Innovation:*** World-class is when you are willing to consistently maintain high standards for production and developing new products. Besides the efforts of Orion Pharma in research and development, and following global regulatory standards such as GMP, they maintain its focus on providing quality assured medicine.

### **2.4. Mission of Orion Pharma Ltd.:**

“To improve people's health and achieve stakeholders' satisfaction by manufacturing and marketing pharmaceutical finished products.”

The main objective of Orion Pharma Ltd. is to improve people’s health and meet the stakeholders’ needs globally by the production and marketing of high-quality pharmaceutical products. The company strives to improve the public well-being through providing drugs which are accessible and efficacious to patients and continues to embrace focus in meeting the needs



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of its patients as well as commitment to quality, innovation and regulatory compliance. Orion Pharma aims to deliver great value in the pharmaceutical sector and to have its products a clear and significant impact on improving global health. Let's emphasize its key points:

- (i) ***Focus on Health Improvement:*** The mission clearly demonstrates the first priority of the organization - to improve public health through optimizing the supply of high-quality pharmaceutical products. This suggests a patient centric and effective medicine-oriented approach.
- (ii) ***Stakeholder-Centered Goals:*** Orion Pharma includes stakeholders' satisfaction by demonstrating its commitment to each party – employees, shareholders, partners, and customers by creating value to them. This is a balance between the desire to be profitable, to deliver good operational performance, and to respect social responsibility.
- (iii) ***Emphasis on Manufacturing and Marketing:*** The mission is production of pharmaceutical goods with immense quality control and strategic marketing of products. It makes sure that their medicines are reliable and widely available to the markets.
- (iv) ***Commitment to Quality:*** The mission includes an implicit commitment to maintain high pharmaceutical manufacturing process standards, so that products are compliant to regulatory requirement and customer expectations.

## 2.5. Slogan of Orion Pharma Ltd.:

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## 2.6. Core Values of Orion Pharma Ltd.:

The values are the inherent principles and the commitment to excellence, teamwork and responsibility of Orion Pharma Ltd. Below are detailed explanations of each value:

- ***Quality in Everything We Do:*** Orion Pharma insists on having the highest standards in all the parts of its business. Quality is paramount for them; from research and manufacturing to customer service. Therefore, its products must be safe, effective, and reliable.
- ***Live Up to Our Commitments:*** The trust and reliability is an important value to this company. Meeting deadlines, working ethically and always striving to meet goals are part of the process.



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- ***Transparent and Fair in All Our Dealings:*** Orion Pharma has an open and fair approach to working with partners and regulatory bodies. An ethical approach will increase trust and strengthen long term relationships.
- ***Take Initiative to Exceed Standards:*** Orion Pharma supports its employees in being proactive in seeking ways to outpace industry standards. This culture of producing greater than expected outcomes drives innovation, operational excellence and a consistent delivery of superior products.
- ***Trust and Respect for Each Other:*** The company creates a healthy work environment where employees are cherished, and they are also empowered. Collaboration and being truly one organization rely on mutual trust between team members.
- ***Work as a Team:*** Orion Pharma is a company that depends on teamwork. It works as a collective problem-solving, an open communication and a shared accountability organization towards its achievement.
- ***Share Social Responsibility:*** Orion Pharma has an active policy in the development of the community and environmental sustainability. As part of its corporate social responsibility, it does many communal responsibility initiatives including healthcare programs, medical scholarship opportunity programs.

Orion Pharma's strategic and operational decisions are guided by these values which keep Orion Pharma in a good position of being trusted and ethical player in the pharmaceutical industry.

## **2.7. Growth of Orion Pharma Ltd.:**

While over the years Orion Pharma Ltd. has grown considerably, it has now become one of the biggest pharmaceutical companies in Bangladesh. Having continually expanded its product portfolio to over 120 brands across 37 therapeutic categories, including lifesaving medicines and vaccines, the company has become a leader in its industry. They are also growing because they are building a new, advanced manufacturing plant to be one of the largest in Southeast Asia. To meet international Good Manufacturing Practices (GMP) the new facility has been designed for the production of high-quality pharmaceutical products for local and international markets.



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The company has achieved a steady increase in international reach as expressed. It has marketing networks in Afghanistan, Armenia, Bhutan, Cambodia, Jamaica, Lesotho, Myanmar, Nepal, Philippines, Sri Lanka, and is currently in the process of getting regulatory approval in several other regions. The expansion goes hand in hand with their ambition to turn into a key player in the global market of pharmaceuticals, with an outstanding focus on generic finished products. Orion Pharma's devotion to research, innovation, and high quality, has also led to increasing trust among physicians and patients, and contributed to its upsurge in sales both at home and abroad.

## **2.8. Achievements & Awards:**

The public listing of Orion in 2013 was its first major milestone for new reach and visibility in the financial markets. Also, the company is honored with other awards including the ICAB National Award as the 'Best Presented Annual Report' in the manufacturing sector for three consecutive years. This, achieved with a company record of 85 percent electronic communication and high awareness of its governance, transparency and best practices in financial reporting, also demonstrates its continued commitment to being open and fair in its dealings with people. Orion Pharma has also received the SAFA (South Asia Federation & Accountants) Award for superior accounting and corporate reporting. These accolades reflect company's commitment to operative excellence and the making it a top pharmaceutical player both locally and internationally.

## **2.9. Distribution & Sales Centers of Orion Pharma Ltd.:**

Orion Pharma Ltd.'s distribution network is exceedingly vast and efficient and its pharmaceutical products are distributed to customers throughout Bangladesh. The company has multiple tiers of distribution- primary, secondary, and tertiary. The Central Distribution Cell (CDC) in Dhaka, being the first hub, initially stores the products, and then distributes them nationally. Goods are sent to various Regional Distribution Centers (RDCs) in Chittagong, Rajshahi, and Sylhet, spreading out to key cities. Finally, Orion's distribution fleet transports these products from these RDCs to local markets, such as remote areas.

The company has 21 distribution and sales centers in the entire Bangladesh to enable proper distribution and sales coverage in both urban and rural areas. The importance of these centers is ensuring the delivery and meeting customer needs as well as achieving high service standards.

## 2.10. Products of Orion Pharma Ltd.:

The list of products manufactured and distributed by Orion Pharma Ltd.:

| Sl. No. | Product Name   | Sl. No. | Product Name                             |
|---------|--|---------|--|
| 1       | 32 Multivitamin + Multimineral                         | 63      | Gemifloxacin                             |
| 2       | Aceclofenac  | 64      | Gliclazide                               |
| 3       | Acemetacin   | 65      | Glimepiride                              |
| 4       | Alverine Citrate                                       | 66      | Ibandronic Acid                          |
| 5       | Ambroxol Hydrochloride                                 | 67      | Imatinibe                                |
| 6       | Amlodipine   | 68      | Iron Sucrose                             |
| 7       | Amlodipine Besilate BP & Olmesartan Medoxomil BP       | 69      | Itopride Hydrochloride                   |
| 8       | Atenolol + Amlodipine                                  | 70      | Ketorolac                                |
| 9       | Atorvastatin   | 71      | Ketotifen                                |
| 10      | Azithromycin   | 72      | Lactulose                                |
| 11      | Baclofen   | 73      | Levetiracetam                            |
| 12      | Beta Carotene + Vit E + Vit C                          | 74      | Levofloxacin Hemihydrate                 |
| 13      | Bilastine  | 75      | Linagliptin                              |
| 14      | Bisoprolol Fumarate                                    | 76      | Linagliptin + Metformin                  |
| 15      | Bromazepam   | 77      | Lornoxicam                               |
| 16      | Butamirate Citrate                                     | 78      | Losartan Potassium                       |
| 17      | Calcium + Vit D3                                       | 79      | Losartan Potassium + Hydrochlorothiazide |
| 18      | Calcium 600 mg, Vitamin D3 400 IU, Cholecalciferol USP | 80      | Magaldrate & Simethicone                 |
| 19      | Calcium and Vitamin D                                  | 81      | Magnesium Hydroxide                      |
| 20      | Calcium carbonate 1250 mg and Vitamin D3 200 IU        | 82      | Mecobalamin                              |
| 21      | Calcium, Vitamin D, C, E & Multimineral                | 83      | Meropenem                                |
| 22      | Cefaclor Monohydrate                                   | 84      | Metformin Hydrochloride                  |
| 23      | Cefditoren   | 85      | Metronidazole                            |
| 24      | Cefixime   | 86      | Miconazole Nitrate +Hydrocortisone       |
| 25      | Cefotaxime Sodium                                      | 87      | Mirogabalin Besilate INN                 |
| 26      | Cefpodoxime Proxetil                                   | 88      | Mirtazapine                              |
| 27      | Ceftazidime  | 89      | Montelukast                              |

| Sl. No. | Product Name                                 | Sl. No. | Product Name  |
|---------|--|---------|---|
| 28      | Ceftriaxone Sodium                           | 90      | Moxifloxacin  |
| 29      | Cefuroxime Axetil                            | 91      | Multivitamin + Multimineral                             |
| 30      | Cefuroxime Axetil & Clavulanic Acid          | 92      | Multivitamin with Cod liver oil                         |
| 31      | Cephadrine                                   | 93      | Naproxen + Esomeprazole                                 |
| 32      | Cetirizine Dihydrochloride                   | 94      | Nitazoxanide  |
| 33      | Chlorpheniramine Maleate                     | 95      | Olmesartan Medoxomil BP                                 |
| 34      | Cilnidipine                                  | 96      | Olmesartan Medoxomil BP & Hydrochlorothiazide BP        |
| 35      | Ciprofloxacin Hydrochloride                  | 97      | Omarigliptin  |
| 36      | Clindamycin Hydrochloride                    | 98      | Omeprazole  |
| 37      | Clobetasol Propionate                        | 99      | Ondansetron   |
| 38      | Clomipramine HCl                             | 100     | Palonosetron  |
| 39      | Clonazepam                                   | 101     | Paracetamol   |
| 40      | Clopidogrel                                  | 102     | Paracetamol + Caffeine                                  |
| 41      | Clopidogrel+Aspirin                          | 103     | Pregabalin  |
| 42      | Coral Calcium carbonate + Vitamin D3         | 104     | Rosuvastatin  |
| 43      | Daprodustat INN                              | 105     | Rupatadine  |
| 44      | Desloratadine                                | 106     | Salbutamol  |
| 45      | Dexlansoprazole                              | 107     | Salicylic Acid BP and Clobetasol Propionate             |
| 46      | Diclofenac Sodium                            | 108     | Simethicone   |
| 47      | Domperidone                                  | 109     | Sodium Alginate & Potassium Bicarbonate                 |
| 48      | Doxofylline                                  | 110     | Sodium Alginate, Sodium Bicarbonate & Calcium Carbonate |
| 49      | Doxycycline HCl                              | 111     | Tamsulosin Hydrochloride                                |
| 50      | Econazole Nitrate + Triamcinolone Acetonide  | 112     | Tenoxicam   |
| 51      | Empagliflozin                                | 113     | Terbinafine Hydrochloride                               |
| 52      | Eperisone Hydrochloride                      | 114     | Tiemonium Methylsulphate                                |
| 53      | Esomeprazole                                 | 115     | Tramadol + Paracetamol                                  |
| 54      | Etoricoxib                                   | 116     | Tranexamic acid   |
| 55      | Fenofibrate                                  | 117     | Trimetazidine Dihydrochloride                           |
| 56      | Ferric Maltol INN                            | 118     | Vit B1 + Vit B6 + Vit B12                               |
| 57      | Ferrous Sulphate + Zinc Sulphate+ Folic Acid | 119     | Vitamin B-Complex (Injection)                           |
| 58      | Fexofenadine HCl                             | 120     | Vonoprazan  |
| 59      | Fluconazole                                  | 121     | Zinc + Vitamin B-Complex                                |
| 60      | Flupentixol + Melitracen                     | 122     | Zinc Sulphate   |
| 61      | Furosemide + Spironolactone                  | 123     | Zinc Sulphate + Folic acid                              |
| 62      | Fusidic Acid + Betamethasone                 |         |   |





## 2.11. SWOT Analysis:

The strengths and weaknesses in terms of internal competencies, business strategy and operations, and the opportunities, and threats associated with the external environment determine a SWOT analysis of Orion Pharma Ltd.

### 2.11.1. Strengths:

- (i) **Strong Product Portfolio:** The strength of Orion Pharma's market position is that the product portfolio is wide.
- (ii) **Strong R&D Capabilities:** This allows the creation of the innovative treatments, and investment in research and development by the company.
- (iii) **Global Reach:** Through global geographic diversification, Orion Pharma reduces the risk of depending on single market mitigating the entire trading enterprise.
- (iv) **Commitment to Quality:** The alliance to adhere high manufacturing standards allows Orion Pharma products to comply with international regulations in order to strengthen its reputation.

### 2.11.2. Weaknesses:

- (i) **Dependence on Key Products:** A key part of the company's revenue base depends on a few key products, which dampens the impact of small fluctuations in the market, or the expirations of key patents.
- (ii) **Limited Brand Recognition:** Orion has great brand awareness in the domestic markets, but it might not be possible, in some foreign markets, to compete against bigger pharmaceutical companies due to the lack of brand awareness.
- (iii) **High R&D Costs:** It is important for innovation but high operational costs result from continual investment in R&D which has a negative effect on profitability if the products don't succeed in market.

### **2.11.3. Opportunities:**

- (i) Expansion into Emerging Markets:** Emerging markets such as India, Pakistan and China have rising healthcare requirements and will also require more pharmaceuticals. This presents an enormous opportunity for growth.
- (ii) Technological Advancements:** In the future, advancements in biotechnology and digital health may complement its R&D capabilities of creating even more effective and targeted treatments.
- (iii) Partnerships and Collaborations:** Strategic alliances with other pharmaceutical companies and research institution would accelerate the development of new products and likely enhance the market access.
- (iv) Increased Healthcare Spending:** As healthcare spending grows worldwide, Orion Pharma is likely to notice its therapeutic products in demand in chronic disease management that would provide incremental growth opportunities.

### **2.11.4. Threats:**

- (i) Intense Competition:** The pharmaceutical industry is very competitive due to the presence of many multinational corporations in competition for market share, thereby exerting pressure on pricing and profitability.
- (ii) Regulatory Challenges:** Orion Pharma faces strict regulations and frequent changes in compliance requirements, which present continuing challenges that the company has to face. It has to continually invest in order to remain legal.
- (iii) Market Volatility:** Besides this, healthcare spending and market demand for Orion Pharma's products could be affected by economic downturns, political instability, or geopolitical tensions.

For future growth, Orion Pharma has strengths in product development, global reach, and quality manufacturing. However, it cannot compromise its reliance on key products and very high R&D costs. But also, Orion Pharma can capitalize on developing markets and technological innovations.

# Chapter 3- Analysis and Description

### **3.1. Procurement Process for Importing Raw Materials:**

Supply Chain management has a very important role to play within the organization because it involves with the responsibility for predicting and satisfying end customers' demand back through to the supplier and creates opportunities for the procurement professional to contribute to the organization's success. The objective of supply chain management is to create the most value for the entire supply chain network, including the end- customer. Moreover, successful procurement process management involves the coordination of activities within the firm and between members of the supply chain.

Sourcing, procurement, and supply management fall under the supply chain umbrella. Forecasting, production planning and scheduling, order processing all are part of the process as well. Procurement managers have a vital role to play in managing cost, as they are in a position to monitor and influence the cost across the procurement and importing.

### **3.2. Procurement Process for Importing Raw Materials of Orion Pharma Ltd.:**

Commercial Department of Orion Pharma Ltd. is one of the most vital functional departments of the company which deals with the Procurement activities of Orion Pharma Ltd. In order to keep all the businesses running flawlessly, the dedicated and hardworking employees of this department maintain a good liaison with the suppliers, both national and international. The Commercial department is consistently achieving the best prices for the products that they purchase, ensuring enormous amount of cost savings for the company. It offers invincible professionalism and expertise in the entire commercial activities of Orion Pharma Ltd.

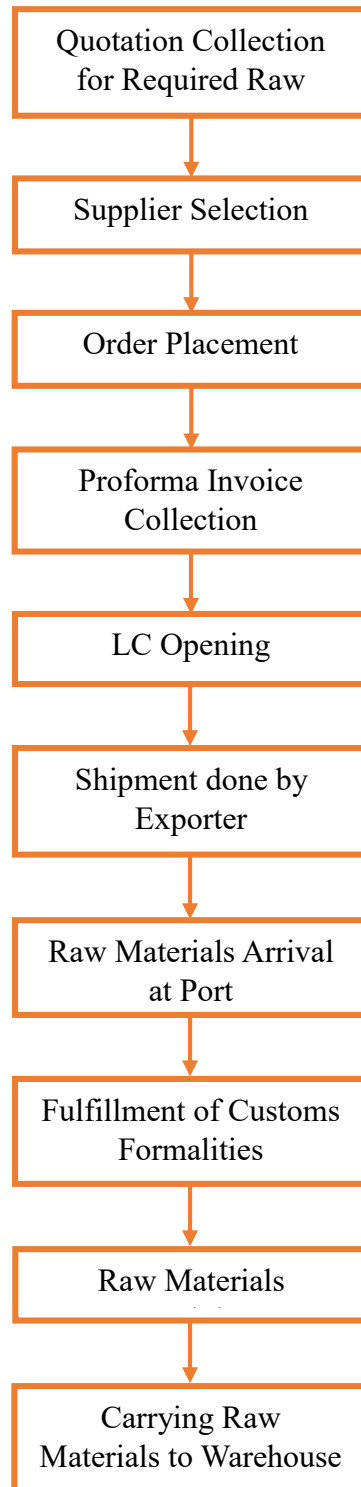


Figure: Procurement Process of Orion Pharma Ltd.

### **3.3. General Outline of Procurement Process for Importing Raw Materials of Orion Pharma Ltd.:**

Here's a general outline of how Orion Pharma Ltd. may operate Procurement Process for Importing Raw Materials.

#### **3.3.1. Quotation Collection for Required Raw Materials:**

Quotations on purchases of raw materials refer to the collection process that is crucial in determining quality, costs, and legal requirements to meet on purchases. The process at Orion Pharma Ltd. can be structured as follows:

##### ***(i) Raw Material Requirement Analysis***

- Demand Planning:

Consult the production, R&D and supply chain departments in order to decide on which kinds of raw material are necessary and in what amount. Ensure the development of a specification sheet for each raw material describing quality, grades and other conformities housing requirements.

- Approval of Requirements:

Get authorization from appropriate department such as quality assurance & control, production, procurement etc. to start the purchasing process.

##### ***(ii) Potential Supplier Identification***

- Supplier Database:

See the Orion Pharma Ltd. approved supplier list to find pre-approved suppliers. For new suppliers set criteria for supplier due diligence and pre-screening according to the company's regulations and requirements.

- Market Research:

Discussion in relation to the market in order to identify other potential and proven sources of supply. Ensure that suppliers meet the standards practiced in the pharmaceutical industry (e.g. GMP, ISO certifications).

### ***(iii) RFQ Preparation***

- Document Preparation:

Prepare a formal RFQ document, which includes:

- a. Information about the quality of resources ordered or manufactured with a strict adherence to the requirements of a specific production process.
- b. Required quantities.
- c. Delivery timelines.
- d. Payment terms and conditions.
- e. Legal regulation and compliance issues.

- Issuance of RFQ:

Once the list of suppliers has been finalized forward the RFQ to them through email. It is recommended to set up a specific time frame when the quotations will be accepted.

### ***(iv) Collection of Quotations***

- Follow-Up:

Remind suppliers and actualize their timely submission of quotations. Reply to all the suppliers in relation to the RFQ, if any.

- Documentation:

Assemble all quotations received and sort them based on the evaluation that was made by the related department.

## **3.3.2. Final Supplier Selection:**

### ***(i) Evaluation of Quotations***

- Technical Evaluation:

Consult with the QA team for subject matter on the quality of the quotations in aspects such as compliance with specifications and quality standards.

- Commercial Evaluation:

Consider the features of price and payment, delivery and other charges (including shipping, taxation).

- **Compliance Check:**  
Check that suppliers conform to all legal and business industry standards as well as the company's standards.

***(ii) Negotiation and Finalization***

- **Negotiation:**  
Further negotiate with the shortlisted suppliers so as to determine the most efficient cost, payment methods, and delivery timetables.
- **Final Selection:**  
Choose suppliers that provide the most excellent technical and commercial value.

### **3.3.3. Order Placement:**

***(i) Internal Approval***

Get an affirmation from procurement department and the relevant stakeholders in accepting the selected supplier and quotation.

***(ii) Purchase Order (PO)***

Prepare and present purchase order to the selected supplier(s).

***(iii) Record Keeping***

Make sure that receipt, squeal and evaluation of the quotations by suppliers as well as any other document concerning this process is preserved for audit and reference.

### **3.3.4. Proforma Invoice Collection:**

Prepare a formal letter of invitation for the selected supplier and provide all the details that must be outlined in the PI as follows: type, quality, quantity, price, delivery terms and conditions of payment. Then collect the PI through email from the supplier. Ensure the accuracy, comprehensiveness and adherence to the company and regulatory guidelines of the PI. It must be reviewed by other departments like finance or QA. Advise the supplier of any differences or omissions and ask for a revision of the PI if necessary. Secure internal sign off, review and finalize the procurement interface as documented in the procurement system.

### **3.3.5. LC Opening:**

**(i) Proforma Invoice Review:**

Ensure that the Proforma Invoice (PI) is in the completed and agreed form from the supplier, it should include factor such as specification, price, delivery and payment terms.

**(ii) Internal Approvals:**

Gain internal clearances from the internal departments of procurement, finance, and management to go ahead with the Letter of Credit (LC).

**(iii) Preparation of LC Application:**

Write an application to the designated bank that contains details such as PI, beneficiary (supplier) information, LC terms and limits such as the type of LC, validity, amount as well as shipment terms.

**(iv) Submission to Bank:**

Send the LC application and relevant accompanying documents such as the PI, company trade license, VAT certificate, IRC etc. and any other legal documents to the bank.

**(v) Bank Review and LC Issuance:**

The bank goes through the application to see if the foreign exchange and regulatory requirements are met then open the LC in favor of the supplier.

**(vi) Supplier Notification:**

The bank communicating with the supplier divides the LC into two parts and informs the supplier to go ahead with the shipment.

**(vii) LC Amendment (if required):**

Review change or correction in the LC terms and make sure that the changes correspond with the supplier contracts.

### **3.3.6. Shipment done by the Exporter/ Supplier:**

After the supplier gets notified by the bank regarding LC opening, the supplier either ships the materials direct through the means of transportation mentioned in the agreement, or the supplier can hire other export companies for shipment.

### **3.3.7. Raw Materials Arrival at Port:**

Shipment arrives at the required port (airport, seaport or by road). The supplier then notifies the procurement department of Orion Pharma Ltd. about the arrival.

### **3.3.8. Fulfillment of Customs Formalities:**

#### ***(i) Documentation Preparation:***

All material documents must be ready for instance Bill of Lading, Commercial Invoice, Packing List or export packing list, Import Permit, Certificate of Analysis (if required), tax and duty documents etc.

#### ***(ii) Customs Declaration:***

Documents that are necessary to import have to be submitted, directly or through an appointed C&F agent, to the customs authority for assessment and payment of duty.

#### ***(iii) Duty Payment:***

Comply with the customs duties, taxes, and other fees as prescribed by the customs authority.

#### ***(iv) Inspection and Clearance:***

It allows the shipping to be inspected at customs (either possible or required) and provide that the shipment is in compliance according to import regulations. Get customs clearance approved.

### **3.3.9. Shipment Receiving & Transporting the Raw Materials to the**

#### **Warehouse:**

Working with the C&F agent and the logistics provider to free up the shipment from customs and bring it to Orion Pharma optimized facility or warehouse. Check the raw materials to comply with the purchase order. Archive customs related documents for audit and compliance purpose.

### 3.4. Procurement Steps, Lead-time, Improvement Scopes & Obstacles:

| Sl. No. | Steps   | Lead Time | Improvement Scopes   | Obstacles   |
|---------|---|-----------|--|---|
| 1       | Quotation collection for required raw materials | 4-5 days  |  |   |
| 2       | Supplier selection                              | 1-2 days  |  |   |
| 3       | Order placement                                 |           |  |   |
| 4       | Proforma Invoice collection                     | 2 days    |  |   |
| 5       | LC Opening                                      | 3-5 days  | Ensure the fund availability to ensure LC on PI getting date.    | Weekends and Holidays may increase the lead time. |
|         |   |           |  | Dollar exchange rate may increase cost.           |
| 6       | Shipment by exporter                            | 4-5 days  | Confirm with supplier to make shipment on the day of LC opening. | Unavailability of raw materials on stock.         |
| 7       | Raw materials arrival at port                   | 2-5 days  | Ensure transit-less Vessel.                                      | Natural Disaster.                                 |
|         |   |           |  | Large queue for berthing.                         |
| 8       | Customs Formalities                             | 3 days    | Assign C&F before product reach at port.                         | Delay in collecting bank documents.               |
|         |   |           | Ensure fund availability.  | Governmental issues.                              |
| 9       | Receiving raw materials                         | 2 days    | Tacking clearance on time.                                       | Unavailability of labor and Equipment.            |
|         |   |           |  | Fund crisis and clearance problem.                |
| 10      | Carrying raw materials to warehouse             | 1-2 days  | Using self and secured transport system.                         | Security problem.                                 |
|         |   |           |  | High transport cost.                              |

### 3.5. Uses of Customized ERP in Orion Pharma Ltd.:

The Database Management System (DMS), a customized ERP (Enterprise Resources Planning) solution, plays a vital role in enhancing efficiency and streamlining operations at Orion Group, including Orion Pharma Ltd. It helps to manage various sector of the organization like management, finance, inventory, procurement, production, and sales etc. It is responsible for tracks raw material procurement and ensure regulatory standards. Stocks can be monitored through DMS. It supports production scheduling for both the demand forecasts and the



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availability of raw materials. It streamlines budgeting, management of invoices, and of payments. It helps keep records of expenses and allowed you to create financial reports for decisions. It completes comprehensive records of transactions, quality checks and audits in order to meet the industry's regulations.



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# **Chapter 4- Challenges & Improvement Area of Orion Pharma Ltd. in Bangladesh**

#### **4.1.Challenges in the Procurement Process at Orion Pharma Ltd.**

Like many pharmaceutical companies, Orion Pharma Ltd. encounters problems in the supply process that can affect efficiency, economy or compliance. The main challenge is related to supplier reliability as we wouldn't want the supply chain to be behind at any time and the quality of the raw materials should be consistent. The pricing is also volatile, there are currency exchange risks, and we don't have real time item identification, information to work with. To tackle such problems, a robust sourcing strategy, high quality supplier relationships, and make use of advanced technology like ERP systems are key to reducing cost, quality and regulatory compliance of electronics component supply chain. Here are few common challenges faced by Orion Pharma Ltd. during procurement process.

- ***Supplier Reliability:*** Inconsistency in quality and time delivery from suppliers. Supplier dependency that can lead to the failure at risk management.
- ***Raw Material Quality Assurance:*** The raw materials, sometimes, are failed to meet the incredibly strict pharmaceutical quality standards. Dealing with differences in quality captured during inspections or testing.
- ***Regulatory Compliance:*** Import/export regulations can be very complicated to navigate. It is crucial to make sure all documents are correct and complete. Complying with other industry standard, such as Good Manufacturing Practices (GMP) is an absolute thing.
- ***Cost Management:*** Achieving a balance between the economics of delivering and the level of quality as well as regulatory requirements and handling price fluctuations of the raw material market can be challenging.
- ***Logistics and Lead Time:*** Delays in shipping, customs clearance, or container clearance, supplier production could increase the lead time. Disruptions caused by global supply chain issues is critical to manage.
- ***Inventory Optimization:*** Overstocking or stockouts caused by poor demand forecasting.
- ***Technological Integration:*** Technical issues faced during the integration of the ERP system (DMS) with the procurement operations. Down process technical issues which may delay procurement scheduling.

- ***Supplier Diversity and Risk Mitigation:*** Lack of suppliers of specific raw materials with which to work. This increases the risks associated with geopolitical, or financial instability within the supplier region.
- ***Internal Coordination:*** Lack of communication and smooth information flow within the procurement, production, product quality assurance, and finance and other related departments. It leads to approval bottlenecks and delays process management.

These challenges have to be dealt with and therefore need robust strategies such as improved supplier management, technological upgrades, and collaboration in departments.

#### **4.2.Strategies for Improvement & Overcoming the Challenges:**

In order for the pharmaceutical industry to maintain operational efficiency and competitive advantage, procurement must be effective. It is a matter of necessity for Orion Pharma Ltd. to not only address challenges like supplier reliability, cost fluctuations, regulatory compliance and supply chain incidents while acquiring high quality raw materials but also to provide seamless acquisition. The company can minimize risks and become efficient by putting in place targeted strategies like broadening the supplier base, using the latest technology, and improving inventory management and many more. They don't only clear up existing challenges but instead place Orion Pharma in a strong position for future sustainable growth and resilience towards an evolving market.

- ***Supplier Reliability Improvement:*** Build relationships with a few different suppliers to stop depending upon a single provider of supplies and have steady supply. Prior expenditure necessary to train and improve their capability to the standards defined by Orion Pharma for their quality and reliability. Develop a good robust supplier evaluation system for checking quality, delivery as well as compliance.
- ***Managing Cost Fluctuations:*** Key suppliers should be negotiated on a fixed price basis in order to mitigate risks of market price volatility. Apply advanced analytics for forecasting price in the raw material market. Look at alternative materials or different regions that have cheaper costs while maintaining quality.

- ***Regulatory Compliance Guarantee:*** Regular internal and supplier GMP auditing. Keep the procurement team trained in all the updates on the pharmaceutical regulations that need to be followed.
- ***Supply Chain Disruption Reduction:***  
Identifying the reasons behind the disruption in operation, such as geopolitical issues or natural disasters, and develop contingency plans accordingly. Keep critical raw material safety stock at levels to offset delays. Develop stronger relations with freight forwarders as well as customs agents in order to speed up the clearance process and lower the transmission time.
- ***Inventory Management Enhancement:*** Use labs combined sales and production data to ensure that forecasts of the quantity of the raw materials required are as accurate as possible. Increase the stock level monitoring and improve the reorder process by using IoT (Internet of Things) and the best inventory management tools available. Reduce holding costs implementing a lean system but having availability of the materials.
- ***Integrating Technology:*** Fully integrate DMS with procuring, finance and production systems so that there is seamless information flow from all systems to the DMS and back. Reduce errors by automating repetitive tasks like RFQ generation, supplier communication, and tracking of compliance. Understand what analysis to use predictive analytics to make data-driven procurement choices and optimize processes.
- ***Streamlining Procurement Efficiency:*** Streamline workflows for approval of purchase and thus reduce bureaucratic delays. Align procurement, production and quality assurance goals and decision making with collaborative teams. Prosecuting the purchase to completion with quicker transactions becomes possible by introducing supplier portals for direct communication and document sharing.
- ***Fostering Sustainable Practices:*** Select eco-friendly suppliers and use sustainable raw materials. Choose the most sustainable materials to evaluate the environmental impact through their life-cycle. Provide incentives and recognition program for suppliers to adopt sustainable practices.



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These will enable Orion Pharma Ltd. to not only tackle the existing procurement challenges but to optimize the overall supply chain strength and efficiency capable of achieving the long-term sustainable growth and compliance.

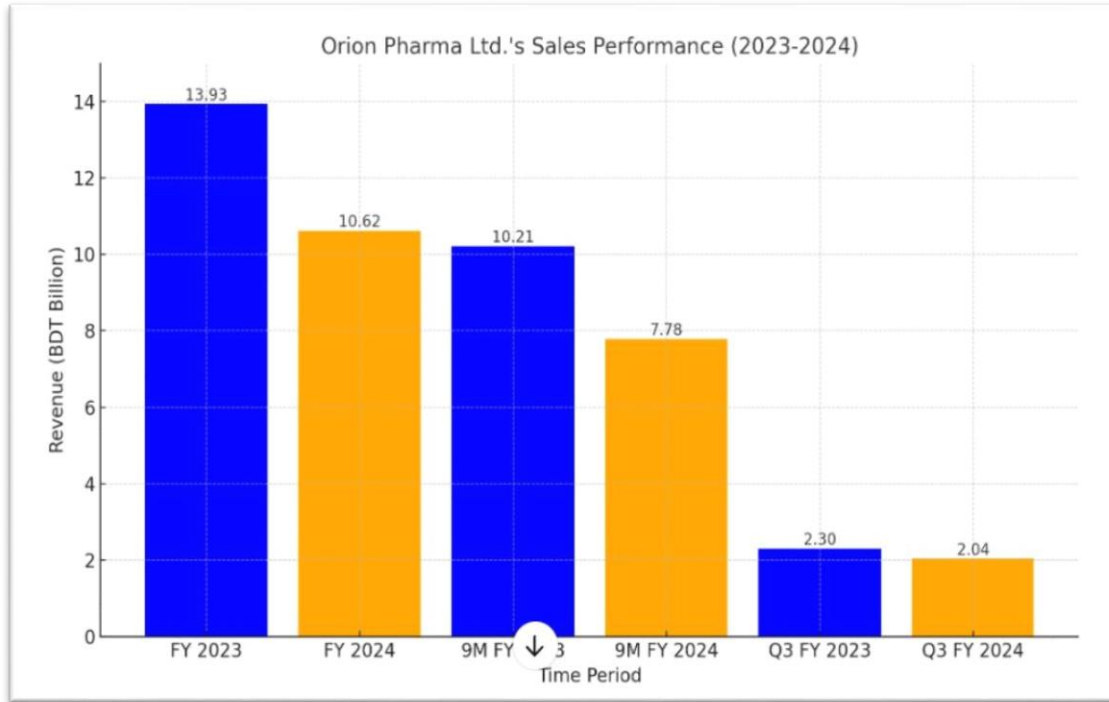
#### **4.3.Sales Performance of Orion Pharma Ltd. (Year 2023-2024):**

In industries that have strict requirements set by pharmaceuticals where product quality and timely availability is paramount, the procurement process has a phenomenal significance as it greatly determines a company's sales performance. Good procurement of the raw materials means steady supply of the raw materials of high-quality and there is no interruption in the production and there is no interruption in the availability of products in the market. Stockouts and lose of sales are bad, but it's worse if your customer loses faith in you. Moreover, in the context of cost-effective procurement has significant impact on pricing strategies since it helps prevent reduction of profit margins without compromising competitiveness. Through supplier collaboration, inventory management and integration of technology companies can optimize procurement and achieve increased product availability, quality and customer demand — resulting in higher sales and revenue growth.

Let's have a brief on the sales of Orion Pharma Ltd. throughout the financial year of 2023-2024. In 2024, sales performance of Orion Pharma Ltd. declined from the previous year. The company's annual revenue for the fiscal year ending June 30, 2024 was BDT 10.62 billion, down 23.74% from the BDT 13.93 at which it closed the previous year. The trend carried forward into the next quarters as the total revenue of 9 months (March 31, 2024) was BDT 7.78 billion, versus BDT 10.21 billion in the same period for the previous year. Third quarter revenue dropped from BDT 2.3 billion to BDT 2.04 billion.

These figures suggest that the difficulties may lie in maintaining revenue growth because of market and operational hurdles. Analysis of the company's strategies and market conditions would yield more detail on the specific factors at work on these changes.

Here is a bar chart illustrating the Sales Performance of Orion Pharma Ltd. in the financial year of 2023-2024.



#### 4.4. Competitors of Orion Pharma Ltd.:

Orion Pharma Ltd. is a leading pharmaceutical company in Bangladesh with reputation for high-quality generic and branded formulations. Orion operates in a very competitive market where it competes firmly with a large number of local and international pharmaceutical companies. Key competitors include Square Pharmaceuticals, the largest pharmaceutical manufacturer in Bangladesh, which has a wide range of products and a global footprint. Some other great competitors are ACI Limited- for their excellent performance in various therapeutic categories and Incepta Pharmaceutical- for its strong export presence and innovative formulation. The list of Orion’s competitors generally includes multinational giants like Pfizer, Sanofi, and Novartis. Orion Pharma brings itself through research and development, a wide range of products, spanning over 37 therapeutic fields and compliance with international manufacturing standards.



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But the competitive landscape reveals that they have to stay new, open up the market and maintain their strategic alliances to preserve its share in the market.

# **Chapter 5- Recommendations & Conclusion**

## **5.1.Recommendations:**

- ***Strengthening Brand Recognition in International Markets:***

To raise its brand visibility in competitive foreign markets, Orion Pharma needs to strengthen its global marketing strategies by going for collaborations. Strengthening its position could also be done with international healthcare organizations.

- ***Improving Supply Chain Efficiency:***

Use IoT and AI for advanced technology that will help to manage inventory more effectively, analyze demand forecasting and real-time tracking of supply among others more efficiently. This, in turn, could remove operational bottlenecks and timeframes.

- ***Expanding into Emerging Markets:***

The rising healthcare demand in regions of South Asia and Africa makes it a perfect place for Orion Pharma to perform strategic expansion via partnership with local distributors or opening regional offices.

- ***Addressing R&D Costs:***

Utilize public-private partnerships and grants to prioritize cost-efficient research. One other option would be for Orion Pharma to explore joint ventures with research institutions to pay some of the R&D costs together.

- ***Enhancing Sustainability Practices:***

Produce eco-friendly products and packaging within the global sustainability trend. Thus, it could also enhance the company's image in ecological minded markets.

- ***Strengthening Supplier Relations:***

As a solution to supply chain disruptions, Orion Pharma should spread its supply bases and make long-term contracts with suppliers, and develop a comprehensive supplier assessment and management system.

- ***Adapting to Regulatory Changes:***

Maintain the procurement and the legal teams informed with international regulatory frameworks that minimize compliance risk. These standards can be further streamlined if regular audits and training are added to them.



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## **5.2. Conclusion:**

Orion Pharma Ltd., a state-of-the-art pharmaceutical company in Bangladesh with high international outreach. Its powerful product portfolio, excellent R&D capabilities and sticking to the properties of quality influence its development and reputation respectively. But weakly dependent key products, intensive competition and high R&D costs are to be strategically coped with. Maintaining growth and expanding globally, Orion Pharma is situated well to use emerging opportunities like technological advancements and will enter underserved markets while addressing internal inefficiencies. Taken as a whole, these recommendations will enable Orion Pharma Ltd. to remain competitive, and conform to its vision of becoming an attractive world-class pharmaceutical company.



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TO WHOM IT MAY CONCERN

We are pleased to inform you that Grace Angel Gomes has successfully completed internship in Commercial Department of Orion Power Sonargaon Ltd. from June 01, 2024 to August 31, 2024 under our Internship Program.

During the tenure, she has found to be sincere, hardworking and inquisitive.

We wish her all the best for her future career opportunities.



Md. Ashfaquul Alam  
Vice President  
Human Resource Department



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