



By- The Informants

Principle of management presentation

MGT 201
Section-04
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Company Overview-

In Bangladesh, Beximco Pharmaceuticals Limited is a prominent pharmaceutical manufacturer and exporter. In 1976, the firm began by importing and marketing goods from Bayer and Upjohn in Germany and the United States, respectively. Beximco Pharma began manufacturing these drugs under license in 1980, and the company formed its own formulation names in 1983. Since that humble beginning, Beximco Pharma has grown from strength to strength.



PESTLE analysis

political

- Federal state local laws
- Global laws
- Friendly relation with the government

Economical

- Inflation changes-
- Disposable Income-
- Stock market fluctuations-



Social

- Demographic transition
- Population rise steadily
- Beneficial to the industry

Technology

- Fast disrupting Industry-
- well developed R & D Facility-
- Continue innovation-

Legal

- High Employment
- Benefits to workers
- Ontime Salary & Wages

Environmental

- Healthy and Safe workplace for the employs
- Promoting environmental excellence (EHS Standard)



BEXIMCO
PHARMA

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Specific environment

competitors	supplier	customer
Novartis	The API and formulation units of Beximco's penicillin are located independently at Kaliakoir,	The target customers of Beximco are mainly doctors and patients
Cipla Limited	21 kilometers from the main plant.	as the companies cover a mass market
Ranbaxy Laboratories Limited		
Teva Pharmaceutical Industries Limited		

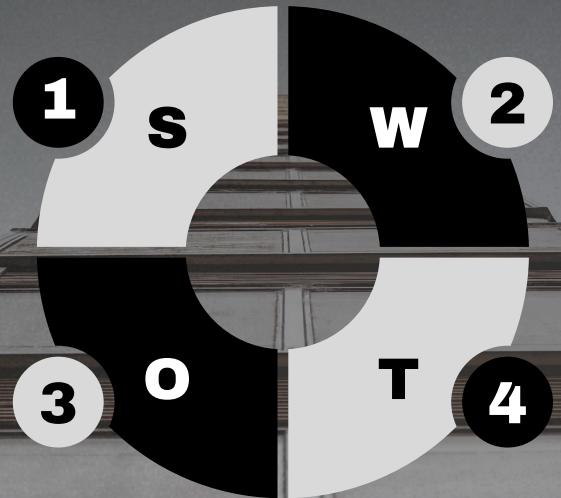
SWOT ANALYSIS-

Strengths

55% revenue comes from exports
400 Unique products
Have renowned name in foreign market
200 generic products
Have long list in research-

Opportunities

Enormous growth-
Globally certified company-



Weaknesses

-Delay in supplying products
-Dependency on foreign market
- Strong competitors like square

Threats

-Environment degradation
-New entrants in the market
-Huge competition

Stakeholder of beximco pharma

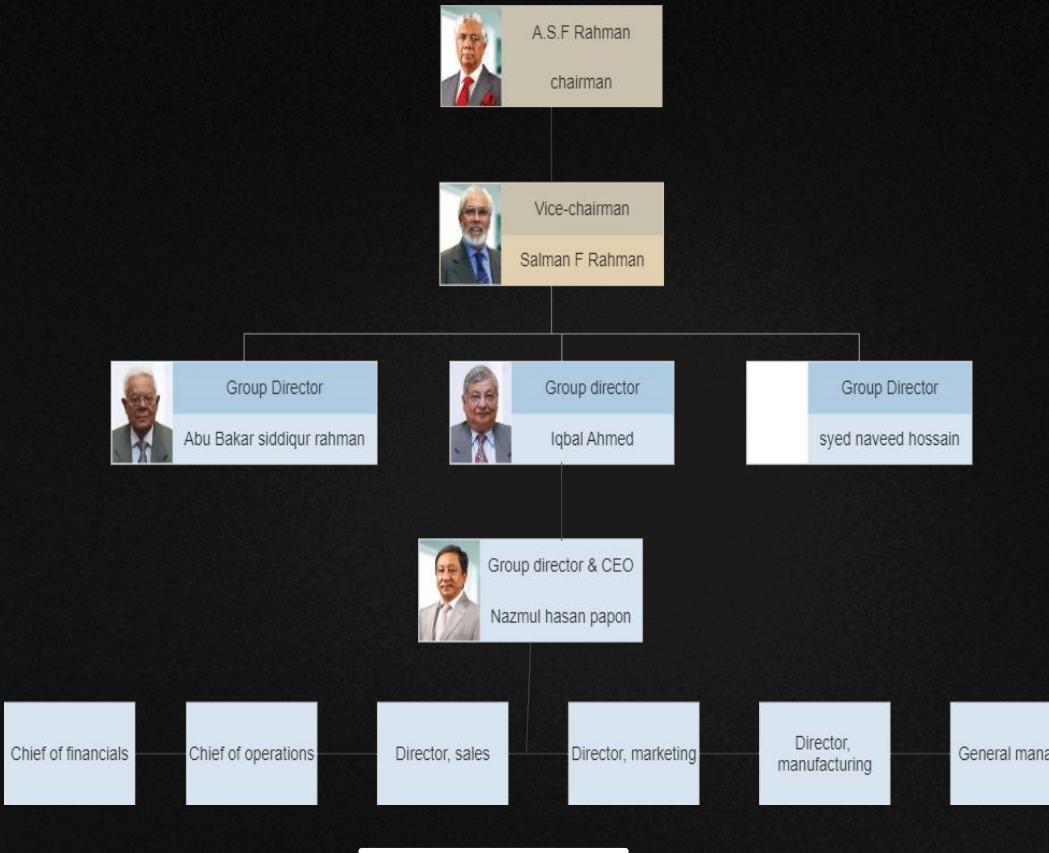
- ❖ Bank Institution
- ❖ Hospital
- ❖ Shareholders
- ❖ Employees



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Organogram



Structure :mechanistic

The organizational structure of Beximco is mechanistic. A mechanistic organization is one that has centralized leadership, departmental divisions, and specialized tasks that work independently of one another.

The company has a three-tier management structure comprising the board, the executive committee and the Management Committee. Certain members sit on more than one body. The board is the highest level of authority within the company comprising mainly non-executive directors. The board meets with the Executive Committee, comprising six executive directors, twice a year to conduct a full review of the company's operations. The executive committee meets on a quarterly basis and its scope of work includes: business reviews, budget approval; and senior management appraisal.

Leadership:autocratic.

By studying the organogram we get to know it follows the mechanistic structure, so it has centralized leadership and managerial decisions that need to be done by higher division. Since beximco Ltd. is a pharmaceutical company, it has specialized tasks. So, For long-term decision making and to make the correct use of the employee's autocratic leadership



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Thanks!

Do you have any questions?