

ABSTRACT

Over the last four decades, the discipline of business logistics has advanced from the warehouse and transportation dock to the boardroom of leading global enterprises. Pharmaceutical business is the same as another logistics process, which evolves from time to time.

Pharmaceutical business logistics includes all the activities to move medical product and information to, from, and between members of a supply chain. This research tries to combine the theory of supply chain management and organization development together. The purpose of this study is to provide the best business practice with an OD Process as applied a pharmaceutical business, and helps them to streamline their process. The supply chain provides the framework for businesses and their suppliers who join to bring goods, services, and information efficiently to ultimate consumers. While organization development provides the solution or tools to improve organization related factor and if necessary, to reengineer the process of the organization. These two processes can be called as logistical management. This kind of management concept presents the mission, business processes, and strategies needs to achieve integrated supply chain management.

The researcher intended this study to achieve three fundamentals objectives: (1) presenting a comprehensive description of existing pharmaceutical logistical practices within the private and public sectors of the society; (2) describing ways and means to apply organization development intervention principles to improve the whole organization and their process to achieve competitive advantages; and (3) providing a conceptual approach for integrating logistics as a core competency in enterprise strategy. The research model that use throughout this research was the pre

and post organization development intervention comparison model. The objective of this model is to determine the gap between as-is situation and to-be business process.

