

IMPACT OF MARKETING, RESEARCH & DEVELOPMENT EXPENSE ON PROFITS AT PHARMATEC PAKISTAN (PVT.) LTD

By

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MBA thesis
**2ND HALF –SEMESTER PROGRESS REPORT &
THESIS APPROVAL STATEMENT**

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Supervisor – Student Meeting Record

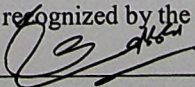
S.No	Date	Place of meeting	Topic of discussion	Signature of student
5	24-04-15	Faculty Cubicles	Analysis of data gathered and discussed chapter four.	
6	07-05-15	Faculty Cubicles	Discussion on chapter five and suggestions over how to link research with existing literature.	
7	29-05-15	Faculty Cubicles	Final review of thesis, discussion on formatting and plagiarism checked by supervisor	

APPROVAL FOR EXAMINATION

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 11% that is within the permissible limit set by HEC for MBA thesis. I have also found that the thesis is in a format recognized by the Department of Management Sciences.

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ABSTRACT

Purpose of the study: The purpose of this study was to find the impact of four expenses on profits of a pharmaceutical organization i.e. Pharmatec. These expenses include marketing expense, ADPRO expense, quality control expense and research and development expense and their impact on profits of Pharmatec is analyzed.

Research method/sampling: This research is explanatory research in nature as cause and effect relationship of marketing expense, ADPRO expense, quality control expense and research and development expense on profits are studied. Secondary data is used in this research provided by the management of Pharmatec from their records.

Findings of the research: Two independent variables that are Marketing and Q.C expenses have significant positive affect on profitability of Pharmatec, and other two that are ADPRO and R&D expenses have less positive impact on profitability on Pharmatec.

Practical implications of the research this research can be used as a basic point of reference for future researches. This particular research can be performed for other pharmaceutical companies. Other expenses can also be included in this research. Similar researches can also be conducted for other industries.

Keywords: Research and development expense, profits, profitability, marketing expense, advertising and promotion, quality control, pharmaceutical

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