

**Quality service factors and wholesale business performance in pharmaceutical companies
in Dar es Salaam: the case of Medical Stores Department (MSD)**

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This dissertation presents factors limiting improvement of quality services in pharmaceutical companies using a case study of Medical Stores Department (MSD). Factors that contributed to failure of quality services were clearly identified derived from literature and empirical study reviews. Those factors were right quality, right quantity, timely delivery, timely communication, and accessibility of services. The study used positivists' paradigm and relied on quantitative research approach whereby performance comparisons in quality services were analyzed between MSD and private pharmacies. The sample and sample size comprised of twelve respondents from three major pharmacies, thirty respondents from six government hospitals, and twenty six respondents from MSD head office all based in Dar es Salaam. Results show that delay communication to customers, poor procurement plans; insufficient funds from the Ministry of Health were major factors that limited marketing logistics in improving quality services in pharmaceutical companies, in particular, the Medical Stores Department (MSD). Overall operations were adversely affected by insufficient funds at MSD. Results have implication to knowledge, management practice and policy changes. The government is urged to increase its budget in order to support MSD operations to cater for procurement of drugs and other facilities. Furthermore, a policy review should be undertaken to ensure that government budget provides sufficient funds in order to rely less on donor funding.