

Abstract

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Examining the Flows of Information in Supply Chains: A Study on Pharmaceutical Companies in the Egyptian Market

The significance of information in the supply chain can greatly reduce the costs, strategic planning of this process and utilisation of information is crucial. Information should be readily available to all companies in the supply chain and the business processes should be structured in a way to make full use of this information. This research investigates the technical flows of information within the supply chains of pharmaceutical companies. It is stressing on the companies that facing several specific challenges. Thus, the research focused on getting through details on the Egyptian pharmaceutical industry in terms of scanning the Egyptian pharmaceutical industry, statues of the Egyptian pharmaceutical companies and further developments in the sector. Furthermore, it investigates the structure of the information flows in the Egyptian pharmaceutical industry. The research concludes with the recommended action to be taken for developing effective and efficient information flows of pharmaceutical companies in the Egyptian market.