



PRIMABUMI SDN BHD

A strategic partner and agent for the supply of pharmaceuticals and medical devices since 1975

DELIVERING PROMISES

RELIABLE, TRUSTWORTHY & QUALITY SERVICES



PRIMA GROUP

MESSAGE FROM TAN SRI DATO' HAJI M ARIFFIN

How We Started

When other young men were pursuing office jobs within the private and public sector, Tan Sri Dato' Hj M Ariffin Yusuf, at 27, was selling pharmaceutical products to hospitals. The experience of briefly working and subsequently becoming a business partner in another company drove Ariffin to become an entrepreneur in his own business venture. Thus, in 1975, he set up PRIMABUMI Sdn Bhd. In the first three months, his briefcase was his office. Working with just bare necessities, business soon picked up and he was able to move into a rented premise at SS2 Petaling Jaya with three employees. The country, in the early 1970's, was at the initial stages of implementing the New Economy Policy, which encouraged Bumiputra entrepreneurs to explore business ventures. Ariffin studied banking at the School of Business Management, Institut Teknologi MARA and later pursue a banking course in Karachi, Pakistan. He was neither a doctor nor a pharmacist. Yet, he was able to grow the company from strength to strength. Today PRIMABUMI is a well established agent for the supply of pharmaceuticals and medical devices.



“ *We take what we want and God sends us the Bill* ”

Tan Sri Dato' Hj M Ariffin Yusuf
Founder and Managing Director,
PRIMABUMI SDN BHD



“ *We are proactively developing a partnership strategy with our principals particularly in the procurement and supply of pharmaceutical products and medical devices to the Government hospitals to sustain our leading position in this area.* ”

PRIMABUMI began as a lean company. Seizing and commercialising on business opportunity, the company experienced steady growth through strategic collaboration, hardwork and dedication of Ariffin and his team.

When the world and the country were going through economic cycles in the last three decades, PRIMABUMI Group too was not spared the downturn effects in the late 80s which was quite significant. Nevertheless, that costly experience taught them to be more prudent and better prepared to face subsequent challenges. From then on it was a steady and sustainable growth.

The company diversified its interests into other businesses which included the supply of medical devices, real estate and the manufacturing of personal care and baby care products including acquiring the sales rights of an American skincare brand, Nixoderm, for Malaysia and some other countries.

In 1998, the group shifted to its new corporate building, WISMA PRIMA, at its present site in Jalan Sri Semantan Satu, Damansara Heights.

A major part of our success stems from the competence they have built over the years in terms of product and industry knowledge coupled with an understanding of the customer and market environment. During their formative and development years, they were fortunate to have a team of pharmacists and staff members who stood loyally by them. This team spirit has continued through the years and today, their personnel have become the company's major asset.

The company's core business continues to be in the supply of pharmaceutical products and medical devices. Its reputation continues to grow consistently.



Our Business Philosophy is to engage with our principals and customers. This winning relationship is based on mutual respect, fairness, integrity and working to achieve mutually beneficial outcomes.

Proven Track Record & Collective Expertise

We have a long established sales track record of more than 40 years in providing value added services. We are able to leverage on the collective knowledge, technical expertise and diverse skill sets of our key personnel and dedicated staff.

Knowledge Based Company

We have acquired over the years a wealth of knowledge which stays with the company and is shared with our principals. Our competent team is hands on and performance driven.

Experienced Management Team and Strategic Partner

We provide good support throughout the procurement process via our highly experienced team including our dedicated sales coordinators servicing the government hospitals nationwide. Together with the principals, we will package the best solution for our customers.

Established Networks

We provide the platform for our principals to facilitate procurement strategies including problem solving through our network with relevant authorities in the government.

Prudent Financial Management

We arrange and prioritize our internal financial resources to better serve our principals and customers in ensuring financial security to our partners. PRIMABUMI is registered with the Ministry of Finance to supply pharmaceutical products and medical devices.



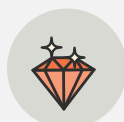
Vision Statement

PRIMABUMI aims to be the supplier of choice for reliable, quality and value-added patient care and healthcare services in the country



Mission

PRIMABUMI aspires to be an outstanding strategic Bumiputera partner and agent in the procurement and supply of pharmaceutical products and medical devices to the government.



Core Values

Through all its investments and business dealings, PRIMABUMI holds dear to its core values in delivering promises, encapsulating the elements of integrity, commitment, directness, accountability and ownership.



Core Competencies

PRIMABUMI's core competencies include Entrepreneurship, Team Spirit, Strategic Thinking and Performance. Our core competencies are aligned to our core values to sustain our leading position in the procurement and supply of pharmaceutical and medical devices.

Business Philosophy

PRIMABUMI has kept in step with the changing trends in the market and has constantly improved its services. We believe in developing and nurturing good customer relations with both our customers and principals, which include multinationals, local pharmaceutical companies and medical devices suppliers.

Our Role

Strategic Partner and Agent

A company assigned with the responsibility of acquiring goods on behalf of our principals at the right price, right quantity and for the right customer. Our job responsibility is not only limited to administrative tasks but it cuts across the procurement spectrum. Our tasks among others are:

- Identification and consolidation of requirements
- Preparation of tenders / quotations
- Obtaining relevant information
- Contract preparation
- Coordinating supplies between government, principals and distributors
- Managing account receivables and account payables
- Perform contract obligations and customer service management
- Troubleshooting



Senior Management Team

PRIMABUMI

Customers

- Ministry of Health (MoH) hospitals
- Government Institutions
- Universities
- Teaching hospitals

Principals

- Multinational Pharmaceutical Companies
- Local Manufacturers
- Distributors
- Pharmaceutical & Medical Devices Suppliers

Product Group

Group 1 :

Pharmaceutical Products

Our portfolio of pharmaceutical and general pharmaceutical preparations which come in the form of oral, injectables, inhalations and topical. These preparations can be classified into different therapeutic drug groups, among them :

- Allergy & Immune system
- Anaesthetics - Local & General
- Antidotes, Detoxifying Agents & Drugs Used In Substance Dependence
- Anti-Infectives (Systemic)
- Cardiovascular & Hematopoietic System
- Central Nervous System
- Contraceptive Agents
- Dermatologies
- Ear & Mouth / Throat
- Endocrine & Metabolic System
- Eye
- Gastrointestinal & Hepatobiliary System
- Genito-Urinary System Including Erectile Dysfunction
- Hormones
- Intravenous & Other Sterile Solutions
- Musculo-Skeletal System
- Nutrition
- Oncology
- Respiratory Systems
- Vitamins & Minerals
- Other Miscellaneous Preparations



Group 2 :

Medical Devices

Besides pharmaceutical products, we supply various medical devices, laboratory equipment and disposable products including :

- Consumables such as reagents, test strips etc
- Dental products
- Diagnostic Systems
- Disposables such as sutures and catheters etc
- Imaging Equipment-MRI, CT Scan, X-ray etc
- Hospital Sundries such as dressings, gloves, swabs, gauze etc
- Implants
- Intra Uterine Contraceptive Device (IUCD)
- Laboratory Equipment
- Point-of-care Systems
- Rehabilitation Products & Systems



THE NEXT GENERATION..

To Ensure Business Continuity

We started building the foundation for PRIMABUMI's future since our inception in 1975. Its steady growth has paved the way for many young and talented people to take key positions and responsibilities in the Group's various business activities. Ariffin has groomed his sons and a team of dynamic and forward-looking managers to assume future leadership positions. Spearheading his team are:

Pharmaceutical Division



Aznan Arif bin Mohd Ariffin

Director/Pharmacist
Master in Pharmacy, Liverpool John Moores University, UK
Registered Pharmacist in Great Britain and Malaysia
Member of Harvard Club of Malaysia

Aznan heads the Pharmaceutical Division and Government Affairs. He is in charge of strategizing, planning, co-ordinating and communicating with the government and principals pertaining to tenders and related government requirements. He does presentations to the principals on the company business model and requirements and updates on government procurement policies.

Medical Devices Division



Datuk Hj. Azad Arif bin Mohd Ariffin

Director
MBA Southern Cross University, Australia
BSc (Hons) of Engineering Management, University of Hertfordshire, UK

Datuk Azad heads the Medical Devices Division. He is overall in charge of strategizing, planning, co-ordinating and communicating with the government and principals pertaining to tenders and related government requirements on medical devices.

Pharmaceutical, Manufacturing and Property Division



Azuan Arif bin Mohd Ariffin

Director & Advisor
Bachelor in Property Valuation and Finance, City
University, UK

Azuan oversees the corporate affairs of the pharmaceutical, manufacturing and property division including managing the human resource department.

Special Projects Division - Medical Devices and Online Business



Aziq Arif bin Mohd Ariffin

Director
Bachelor in Business Administration,
University of Northumbria, Newcastle, UK

Aziq is involved in prospecting for E business opportunities and ventures. He also assists in the Medical Device Division.

THE FUTURE

PRIMABUMI will continue to enhance its core values which are Reliability, Trustworthiness and Quality Services as these elements speak of their integrity and professionalism. They have come a long way as a "people caring for people" business. The company aims for a balanced growth through the development of young, talented and technology-savvy staff. They have the heart as well as the mind to improve the quality of life of the community they live and work in. The Group has faith in the government and in the country's free enterprise system. This spurs the advancement of those who work hard, show leadership skills and lead others to success. God willing, they will be rewarded. They believe that this holds true for individuals as well as for organisations. The future will be built upon these tenets which they want to share with their Malaysian and global partners as well as stakeholders. Having taken the company thus far, Ariffin continues to groom his sons and inspire his dedicated staff to take the company to the next level.



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