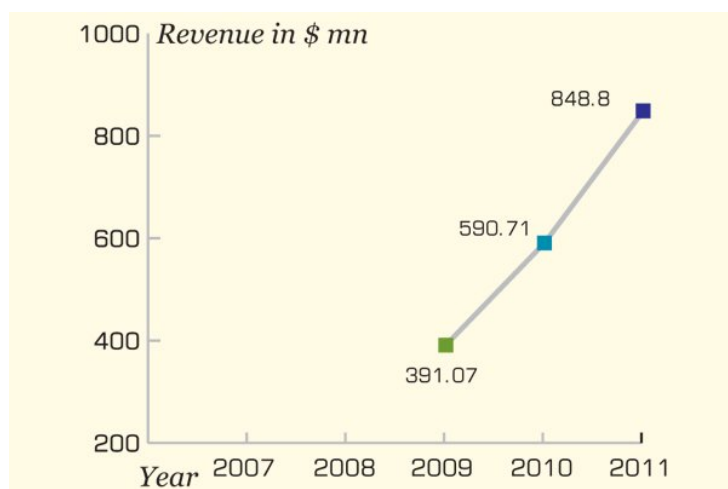


## Shenzhen Neptunus rides on reformed business model

27 June 2012 | Analysis | By BioSpectrum Bureau

### Shenzhen Neptunus rides on reformed business model



**SHENZHEN NEPTUNUS BIOENGINEERING, CHINA**

<b>Chairman:</b> Mr Zhang Simin
<b>Revenue:</b> \$848 mn
<b>Website:</b> <a href="http://www.neptunus.com">www.neptunus.com</a>
<b>Start-up Year:</b> 1989

Shenzhen Neptunus Bioengineering, engaged in manufacturing and

distribution of pharmaceuticals in China, is currently producing around 400 types of products. These include chemical pharmaceuticals, biological pharmaceuticals, traditional Chinese medicines, and healthcare products primarily related to breathing, endocrine and metabolism, anti-tumor and tumor adjuvant, anti-infective, cardiovascular and cerebrovascular, digestive system, and urinary system.

In the year 2011, the company reformed its business model that led to the growth of the company's sales revenue. The revenue increased from \$590.71 million in 2010 to \$848.8 million in 2011, registering a growth of over 43 percent. To enhance its market in the coming year, Shenzhen Neptunus Bioengineering is looking for market-oriented strategies that meets customer demand, penetrates into new market and optimizes the needs of existing customers.

It is looking forward to explore new sales' model to expand the sales volume. In order to ensure business objectives in pharmaceutical manufacturing, Shenzhen Neptunus transformed its technological assets to increase production capacity and enhance the level of the production system.

Considering the dynamic environment in China's pharmaceutical industry, Shenzhen Neptunus is looking at mergers and acquisition opportunities in the years to come. Accelerating its product development and technological innovation, the company achieved an approval for production of a new drug.

Shenzhen Neptunus is now focused on the improvement of the capability of innovation and to create competitive advantage in the medical industry. The group has three listed companies, each located in Shenzhen, Hong Kong and the US.

It is among the most valuable brands of the Chinese pharmaceutical industry, the largest pharmaceutical retail network and the innovation system of the country's leading pharmaceutical products.

Nepstar Chain Drugstore, a part of the Neptunus Group, is the first drug store chain in China with 3,000 directly managed stores. The growth of the company is also attributed to a large number of talented employees at all levels of management positions.

Shenzhen Neptunus is looking to increase its scientific and other staff. The company will continue to follow the new good manufacturing practices (GMP) and the operational requirements for new GMP implementation of the preparatory work. The company strives to improve the quality of production and is enforcing stringent measures to abide by regulatory requirements.