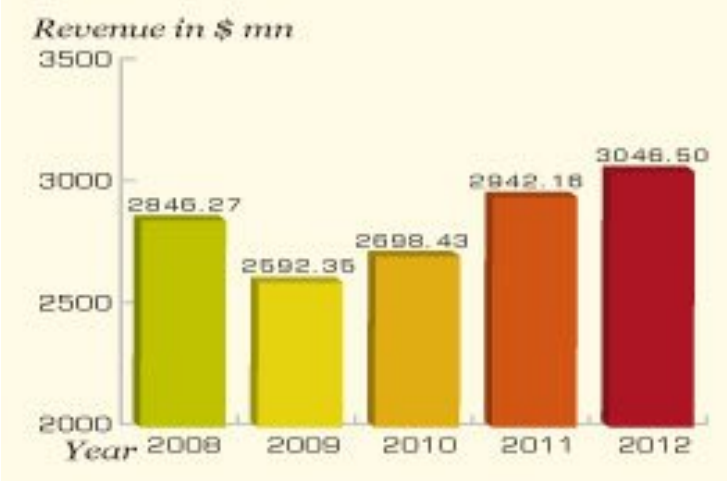
BioSpectrum the business of Bio & Health Sciences ASIA EDITION

Sigma Pharma leverages on its pharmacy business

May 31, 2013 | Analysis | By BioSpectrum Bureau



biospectrum-asia-top-20-survey-rank-3-sigma-pharmaceutical-australia-profile

Marking a strong presence of 100 years in the pharmaceutical sector in the year 2012, Sigma Pharmaceuticals retained its No 3 rank slot in the BioSpectrum Asia list of Top 20 publicly listed companies.

The company continues to invest in a range of strategic initiatives. A particular focus has been on appointing and polishing its manpower resources to strengthen its team. An investment of over $15 million has been made to develop manpower, infrastructure and processes this year, while an additional $5 million is in the pipeline. Sigma boasts of a leading full line wholesale and distribution business right upto pharmacy. It is also the owner of Australia's best-known pharmacy retail brands, including Amcal Max, Amcal and Guardian.

One of Australia's recognized brand, Amcal, celebrated its 75th year and it's another pharmacy chain Guardian Pharmacy got accolades in the form of 2012 Canstar Blue Most Satisfied Customer Award and 2012 Roy Morgan Research Customer Satisfaction Award for Pharmacy services.

The recognition has helped the company to build an effective partnership with its stakeholders and managed to achieve over three percent of growth in its business. In the year to come, Sigma plans to launch a multi-channel platform to gain greater market share through opening new channels. Sigma is now recognized as a leading national contributor to health and wellness in Australia.

By 2013, Sigma aims to re-invigorate and substantially develop its pharmacy-based retail and wholesale business and is actively evaluating other major growth options that give higher scale, market share and financial returns above the cost of capital. Over the years, Sigma has created a clear brand positioning with its innovative and compelling retail offers, an excellent product and service range, a differentiated wholesale service model and a responsive, nimble and innovative approach to dynamic market conditions.