

BDM CAPSTONE PROJECT

OPTIMIZING PHARMACY PERFORMANCE

**A Strategic Analysis of Sales, Inventory, and Stock
Management at Jindal Medical Store**

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AGENDA :-

- ORGANIZATION BACKGROUND
- DATA COLLECTION
- ANALYSIS OF PHARMACY DATA
- PROBLEMS STATEMENTS
- ANALYSIS OF PROBLEMS
- RECOMMENDATIONS
- CONCLUSIONS



ORGANIZATION BACKGROUND

1. Background

- **Jindal Medical Store, owned by Narender Jindal, is a community-centered, B2C pharmacy near the Bus Stand in Palwal, Haryana, providing essential healthcare products.**
- **It plays a vital role in ensuring access to medical supplies, particularly during emergencies like the pandemic, with uninterrupted services.**

2. Mission

- **To provide high-quality medicines with exceptional customer service, ensuring timely availability and fostering trust within the community.**

3. Services

- **Retail sale of prescription and over-the-counter medicines.**
- **Supply of healthcare essentials like first-aid and wellness products.**
- **Support for chronic illness management by stocking long-term medications.**
- **Guidance on medication use and minor healthcare advice.**



Problem Statement

- **Expired Medicines :-**
Managing the stock of medicines to prevent expiry is a challenge. Expired products result in financial losses and impact customer trust.
- **Delayed Bill Payments :-**
Frequent delays in customer payments affect the cash flow, limiting the store's ability to restock essential medicines on time.
- **Inventory Management :-**
Inefficient inventory tracking leads to overstocking or stockouts, disrupting the supply of critical medications and impacting profitability.

DATA COLLECTION

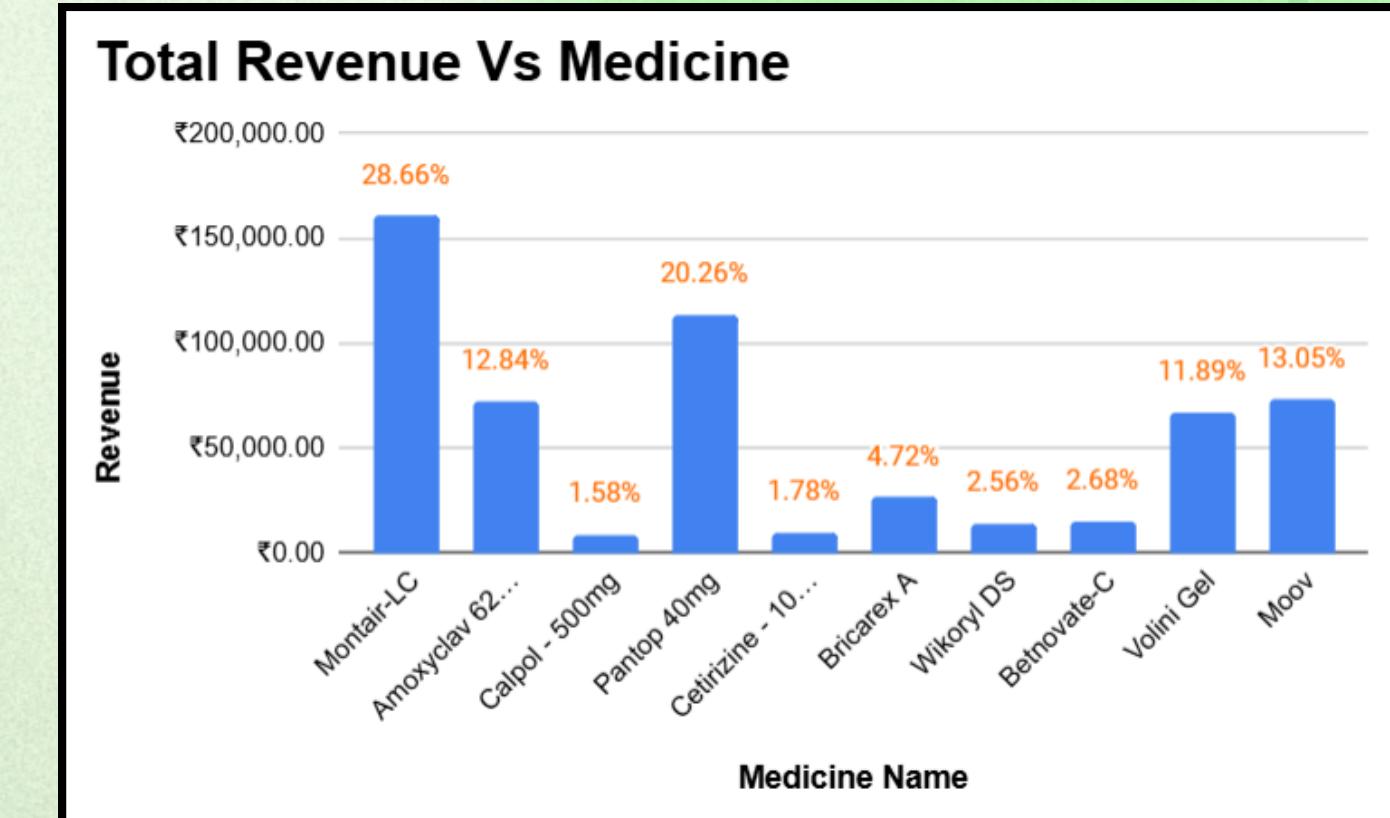


- **Data Source:**
Manual sales and stock records from Jindal Medical Store were collected and converted into an Excel sheet for digital analysis.
- **Data Collection Period:**
Data was gathered for 8 weeks, focusing on the sales and stock levels of 10 key medicines.
- **Data Structuring:**
The manual records were organized into an Excel workbook, categorized into Mater Data and Stock Data.

ANALYSIS OF PHARMACY DATA

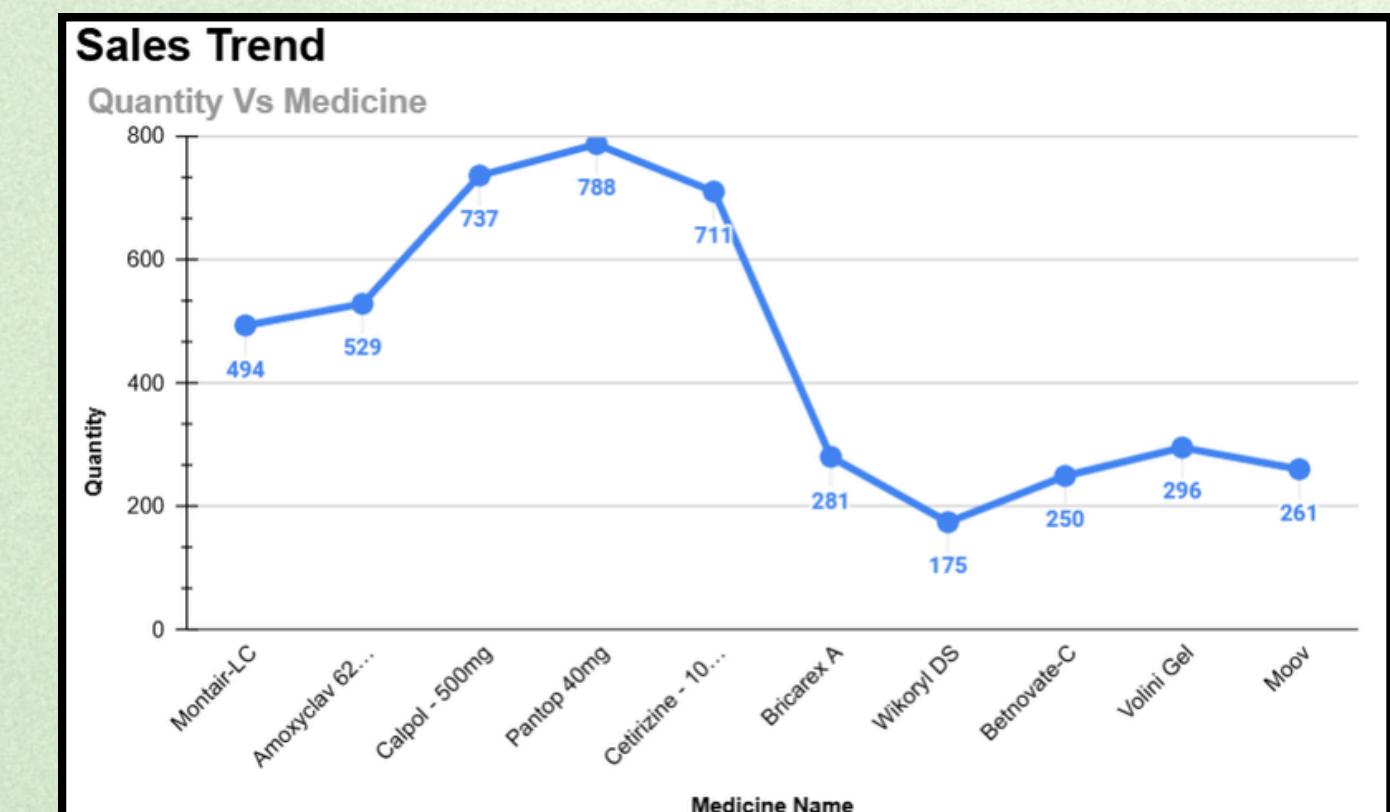
1. Revenue Analysis

- Montair-LC is the highest revenue-generating medicine, followed by Amoxyclav 625mg and Pantop 40mg, collectively contributing a significant share to the total revenue.**
- Medicines like Bricarex A, Wikoryl DS, and Betnovate-C have the lowest revenue contributions, highlighting the need for strategies to boost their sales.**



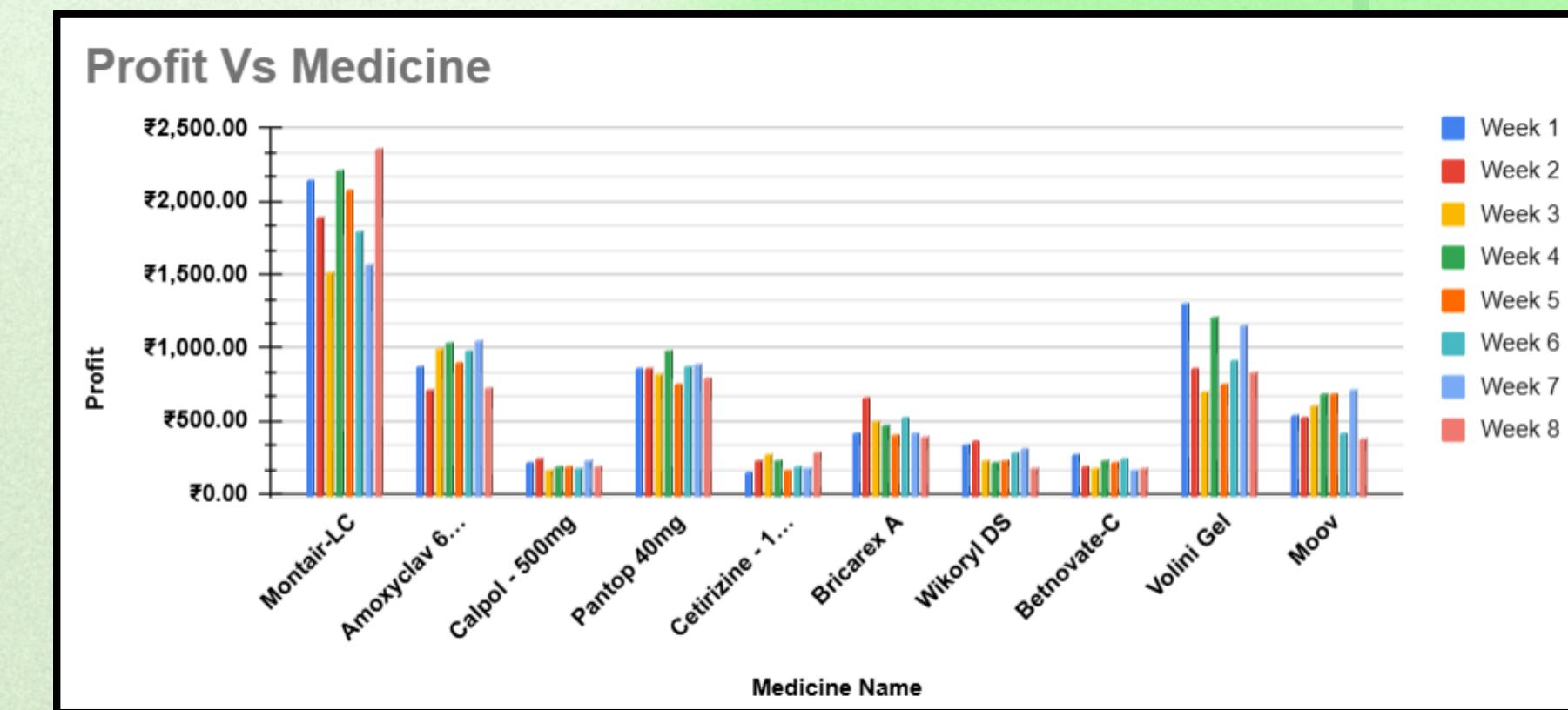
2. Quantity Sold Analysis

- Pantop 40mg has the highest sales quantity, followed by Calpol-500mg, Montair-LC, and Amoxyclav 625mg, showcasing their strong performance.**
- Wikoryl DS has the lowest sales quantity, with Bricarex A and Betnovate-C also underperforming, emphasizing the need for targeted sales strategies.**



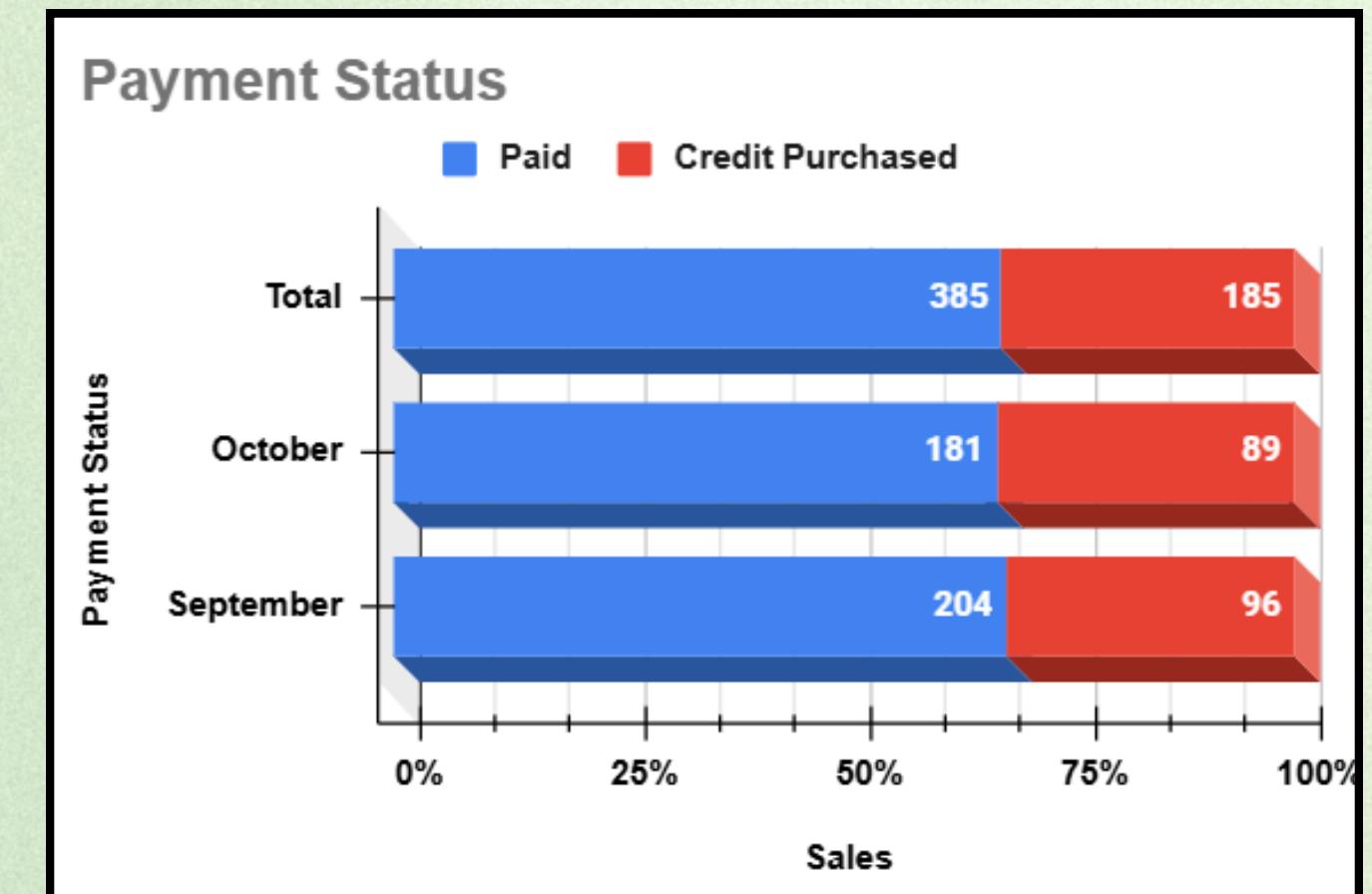
3. Profit Analysis

- Montair-LC, Amoxyclov 625, and Pantop 40mg are the most profitable medicines, driven by high margins and consistent demand.**
- Products like Wikoryl DS, Betnovate-C, Volini Gel, and Moov have lower profitability, suggesting a need for targeted promotions and pricing adjustments.**



4. Payment Status Analysis

- Credit sales constitute 32% of total sales at Jindal Medical Store, with a slight increase to 33% in October compared to September.**
- To improve financial health, the store should enhance credit monitoring, incentivize cash payments, and optimize credit policies.**



ANALYSIS OF PROBLEMS

Problem 1. Expired Medicines :-

September Month Status after 30th September 2024				
Month Last Date :-	9/30/2024			
Medicine Name	Manufactured Date	Expiry Date	Days Remaining	Remaining Medicines
Montair-LC	1/9/2024	2/27/2026	515	55
Amoxyclov 625mg	10/13/2023	9/20/2025	355	56
Calpol - 500mg	2/22/2024	12/11/2025	437	64
Pantop 40mg	6/28/2023	5/7/2025	219	25
Cetirizine - 10mg	5/23/2024	4/30/2026	577	70
Bricarex A	5/9/2024	4/18/2025	200	46
Wikoryl DS	1/13/2023	2/26/2025	149	34
Betnovate-C	8/19/2023	4/21/2025	203	33
Volini Gel	10/11/2023	6/21/2025	264	27
Moov	6/17/2023	5/14/2025	226	42

October Month Status after 31st October 2024				
Month Last Date :-	10/31/2024			
Medicine Name	Manufactured Date	Expiry Date	Days Remaining	Remaining Medicines
Montair-LC	1/9/2024	2/27/2026	484	38
Amoxyclov 625mg	10/13/2023	9/20/2025	324	56
Calpol - 500mg	2/22/2024	12/11/2025	406	52
Pantop 40mg	6/28/2023	5/7/2025	188	56
Cetirizine - 10mg	5/23/2024	4/30/2026	546	19
Bricarex A	5/9/2024	4/18/2025	169	39
Wikoryl DS	1/13/2023	2/26/2025	118	36
Betnovate-C	8/19/2023	4/21/2025	172	41
Volini Gel	10/11/2023	6/21/2025	233	39
Moov	6/17/2023	5/14/2025	195	66

- Medicines like Wikoryl DS and Betnovate-C with shorter expiry durations need closer monitoring to minimize wastage.**
- Implementing FIFO (First In, First Out) and aligning stock levels with sales trends can reduce expired stock.**

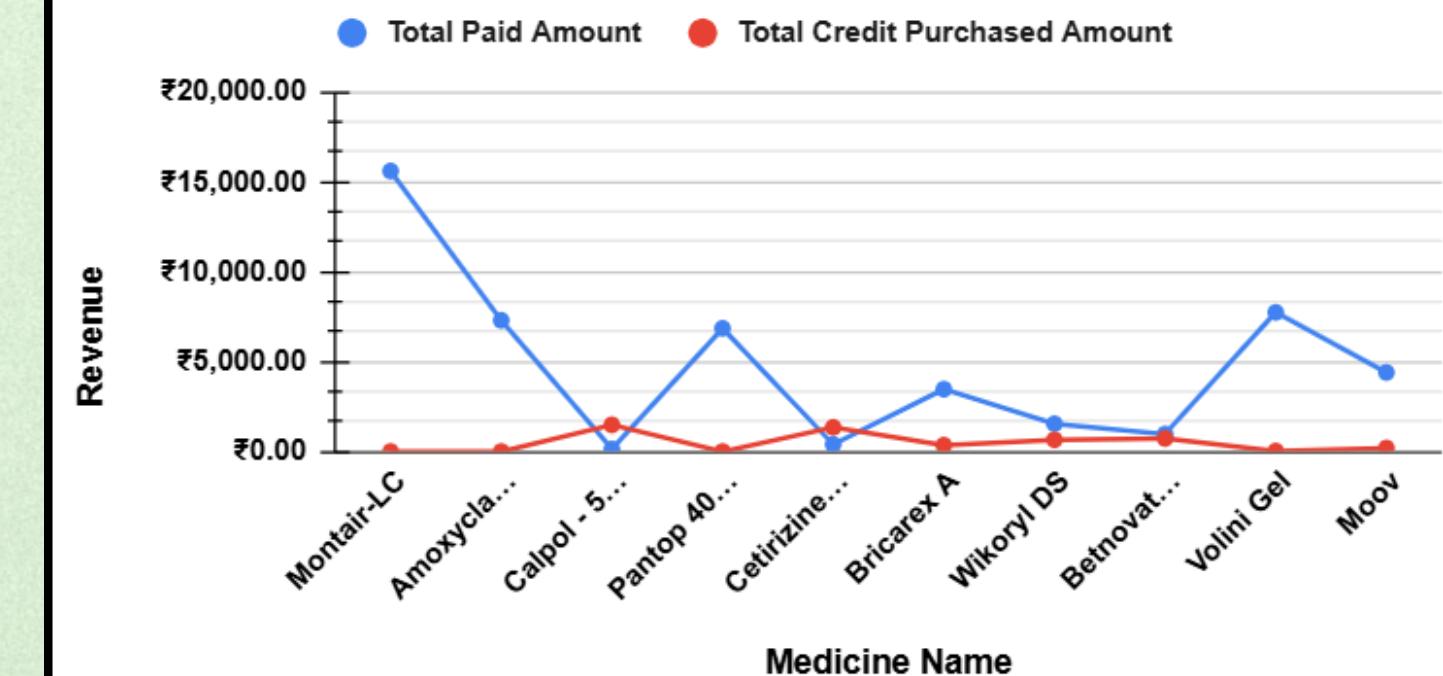
- Montair-LC shows reduced stock, reflecting increased sales or adjustments.**
- Short-expiry medicines, including Wikoryl DS and Betnovate-C, still require attention for effective stock management.**

Problem 2. Delayed Bill Payments :-

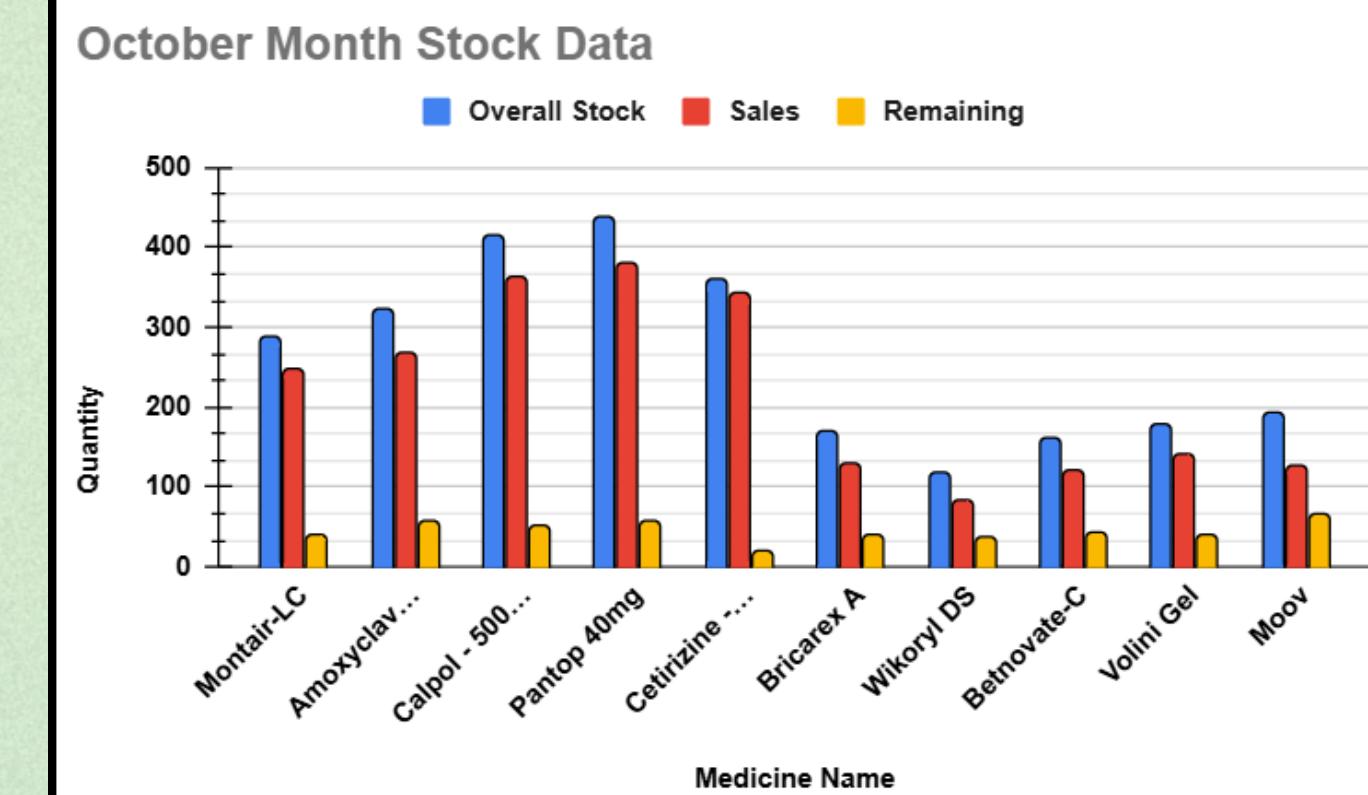
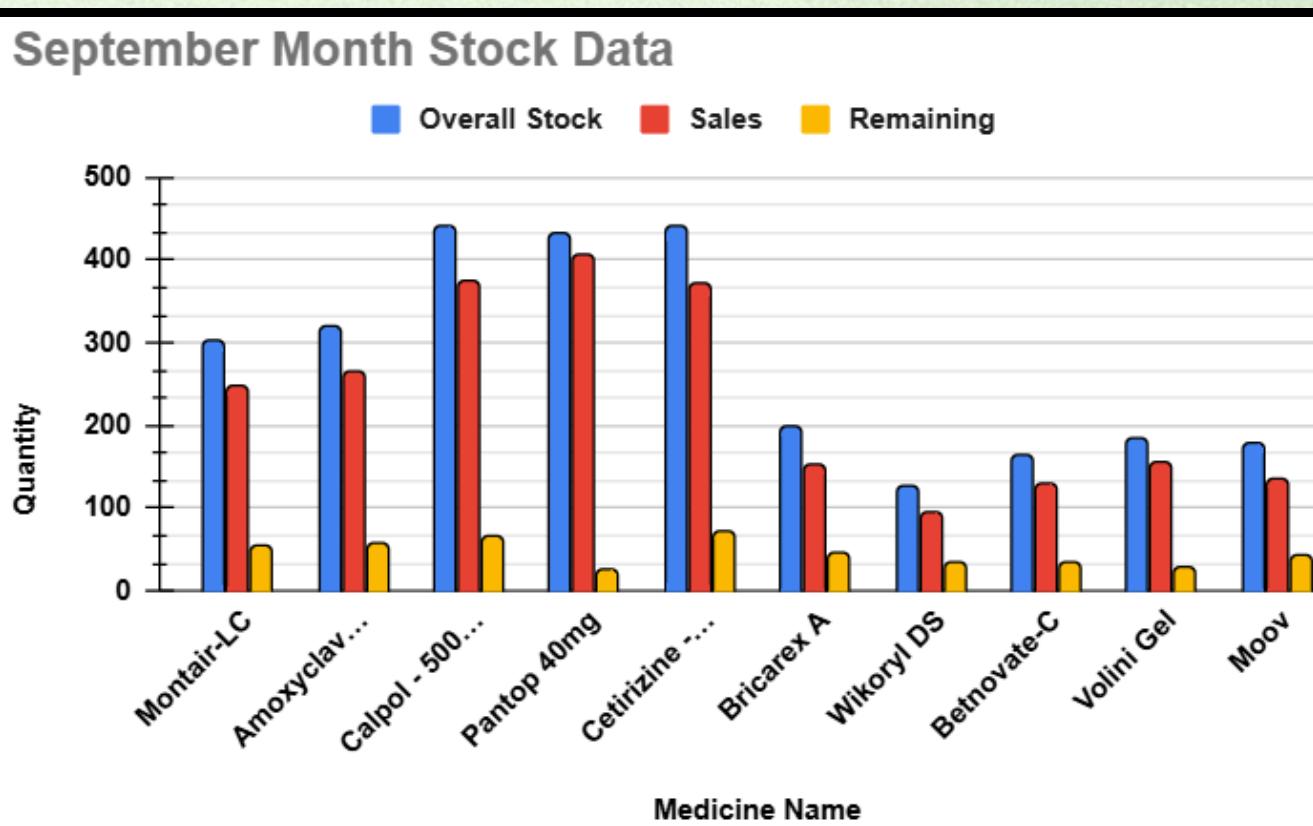
- **Montair-LC and Amoxyclov 625mg have the highest total paid amounts, indicating strong cash sales, while Calpol-500mg shows higher credit purchases despite high sales volumes.**
- **The total paid amount is ₹48,427.30, and the total credit purchase amount is ₹4,783.70, highlighting the need for strategies to encourage cash payments for credit-heavy medicines.**

Revenue Vs Medicine

Paid Amount and Credit Purchase Amount



Problem 3. Inventory Management :-



RECOMMENDATIONS

- ***Inventory Management:***

Implement an inventory system to track expiration dates, conduct regular audits, and dispose of expired medicines promptly.

- ***Timely Payments:***

Incentivize early payments through discounts or loyalty rewards and establish a system to track and follow up on pending payments.

- ***Stock Optimization:***

Focus on high-demand items, adjust stock levels based on sales trends, and monitor expiration dates to prevent stock-outs.

- ***Profitability:***

Prioritize high-margin items, negotiate better supplier rates, and explore alternative suppliers for cost optimization.



THANK YOU....

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