

# LSM PROJECT REPORT

## Online Pharmacy Store

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PharmaServ

# Online Pharmacy Store

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## Executive Summary

Nowadays, everyone is scared of going out of home due to coronavirus. People are willing to order things over the phone and expecting to deliver things at home directly. Hence, opening an online pharmacy store is one of the best future business ideas for healthcare now in 2021. This is an extension of the regular retail pharmacy store. We are planning to create a website for online booking facility in our city or region. People would order medicines and they would get their delivery at their doorstep. We can provide special offers and discounts to attract customers.

## Opportunity

### Overview

The project we will be working on deals with making a website for online pharmacy store. This website would have a Signup page and multi user Signin page for admin and existing customers. Once the admin logs in they will have options to add or remove medicines based on its availability and if a customer logs in medicines would be displayed with its prices; after the customer selects the needed medicine he/she would be directed to payment. This payment could be cash on delivery or online based on their needs. Finally their medicines would be made available at their doorstep.

### Problem

Covid-19 has taught all of us to live a different lifestyle across the world. Many small business ideas are getting shut down now, as people spending has almost come to halt. One of the evergreen sectors is health care. There are enormous health care business opportunities in

India. In the pandemic, as people are scared of going out they can't avail the medicines on need at their doorstep.

### Solution

1. We are stocking medicines based on customer demands
2. We are making website and uploading the list of medicines with its prices
3. This website links the need of medicine and customer demands and we deliver medicines at their doorstep.

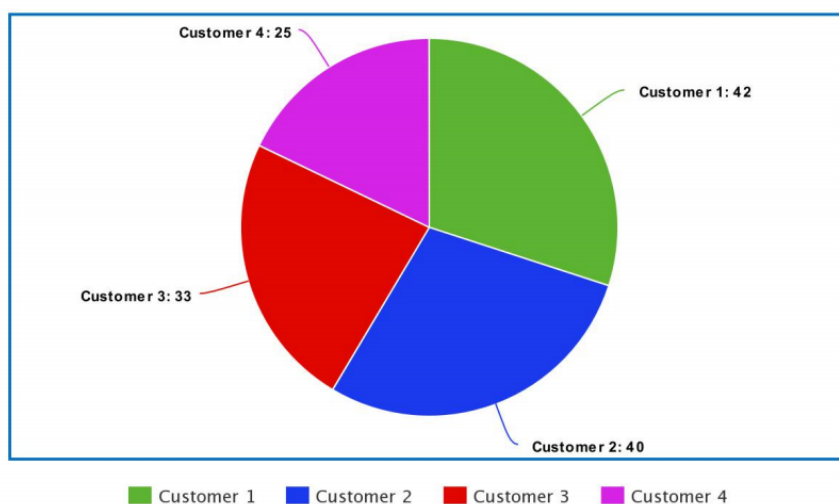
### Market

Consumer 1: old-aged, with low or medium purchasing power, attracted by the convenience of online shopping and home delivery, but highly concerned about COVID risks.

Consumer 2: young, with low revenues, less interested in online service quality and less sensitive to online risks, but concerned about price and Online feedback.

Consumer 3: middle-aged, with good purchasing power, requiring privacy and discreteness of delivery.

Customer 4: middle-aged, high-revenue customer that requires a high service quality, anonymity, rich online information and choice.



1. 4 in 10 consumers (42%) said COVID19 compliance will not be followed (wearing of masks, gloves, maintained social distancing and if they felt overall safety measures were followed)
2. 4 in 10 consumers (40%) mentioned, customer feedback will not be taken (Consumers said they were not contacted to give post product delivery feedback)
3. 1 in 3 (33%) rated e-pharmacy companies low in delivery experience (shoppers were asked if they got communication on when the medicines be delivered, and if the products were delivered as per communicated timelines)
4. 1 in 4 (25%) online medicine buyers, found the packaging protocols lacking (we checked if medicines were properly sealed, any damages and if contents were same as ordered).

## Competition

Competition takes many different forms in the pharmacy industry. They are: chain pharmacies, local pharmacies, mail in pharmacies, canadian pharmacies. Competition takes many different forms in the pharmacy industry.

- Chain pharmacies. These are state or national chains such as Rite-Aid. The advantage to these chains are better prices through economies of scale, as well as personalized service.
- Local pharmacies. These are the pharmacies where you typically know the pharmacist and they know your medical history. This option is high in personalized service and convenience, and high in price.

Example:pharमेasy,netmeds,E-pharmacy,medlife,medplus mart,apollo 24/7,pharmacy india,go pharmacy india

- Mail order and Internet pharmacies.
- Canadian pharmacies. These pharmacies are located in Canada where the cost of drugs is lower than in the U.S. These pharmacies can be accessed through mail order, the Internet, or via travel.

**Why us?**

We have created our website with at most privacy and confidentiality. Shipping fees depend on the location of the customer. If the customer buys products worth more than the limit we offer free shipping costs are provided. At this COVID-situations as there would be more demand for medicines at times the prices may vary but this would lie within a limit. Medicines of lesser dosage and needed amount would be only delivered. If in case the customer needs medicine which are dangerous, online prescriptions should be sent to the email ID of the E-Pharmacy. Our website is available 24/7 so pharmacists would be available at need. The medicines would be packed and delivered safely at the exact time at the customer's doorstep. If damage takes place full refund would be provided. We would make the website more user-friendly and interactive.

**Execution****Marketing Plan**

The marketing strategy will be based on social media, mainly Facebook and Twitter, offering useful information and opinion while quietly appealing to the customer's sense of value

Use a professional Search-Engine to avoid customers from getting lost among so many products and categories

Keeping a blog enables customers to know how efficient the medicines are and to know the customer opinions on it.

Creating videos on how to do first aid, taking in medicines (Quantity and benefits)

The marketing campaign's goal will be to increase awareness of PharmaServ with their target market

**Sales Plan**

The sales strategy will be based on generating long-term relationships with customers. To facilitate that, we will provide medications at superior prices, have medicines in stock for quick shipment, and provide superior customer service. All sales agents will be trained to provide friendly, knowledgeable customer service. By keeping to these simple, yet effective, business

practices, we expect that our customers will make PharmaServ their exclusive source for medications. For some, medications are an integral part of their lives, so establishing long-term relationships will ensure a large, loyal customer base.

## Company

### **Ownership and Structure**

PharmServ is an Indian limited liability corporation. The majority stockholder is with Team10 Solutions. We are a group of engineers who are focussing on developing a E-Pharmacy to assist the needs of customers at this COVID situation. We are going to collaborate with other small businesses to make this a big platform.

## Team

### **Management Team**

Our team comprises members who are divided into 3 major sections. The first major section focuses on Web development and updation, second section focuses on connecting with retail markets for availing medicines when needed and the last section focuses on assisting the customers at need and checking over the reviews and delivery.

The Web Development Team is working on making a user-friendly environment, with utmost privacy and security on personal informations. These team also update the website on availability.

Retail market connections are needed for availing medicines. These team approach different vendors and make sure customer satisfaction is fulfilled.

Customer Care team works on helping clients out when they have some problems with medicines or delivery. They track the delivery rate and inform customers at its arrival via a message or E-Mail.

## Financial Plan

The PharmaServ Pharmacy will incur the following start-up equipment costs:

- Three computer terminals.
- Main computer server with a laser printer, and back-up system.
- Software: Microsoft Office, QuickBooks Pro, drug interaction software, Physician Desk Reference software detailing side effects and other information pertinent to the customer.
- Assorted bottles, boxes, envelopes, etc. for dispensing and shipment.
- Telecom system.
- Storefront build-out.
- Start-up inventory.

### **Start-up Expenses**

Legal : Rs 73,000

Utilities : Rs 29,000

Telecom System : Rs 20,000

Storefront Build-out : Rs 8,00,000

Expensed Equipment(Medicines,Containers,Packaging tools) : Rs 3,00,000

Website development : Rs 73,000

**TOTAL START-UP EXPENSES : Rs 13 Lakhs**

### **Sources of Funding**

Friends and Family : Rs 6 Lakhs


Team 10 Solutions : Rs 5 Lakhs


Retail Market : Rs 1 Lakhs

Equipment : Rs 1 Lakhs


## Operations Plan


LINK: <https://maroonjk3.wixsite.com/pharmaserv>




Home Plans & Pricing Book Online Shop Orders Forum Members
Log In 

# WELCOME TO PHARMASERV




 Let's Chat!



Humira (adalimumab)

₹540,617.00 ₹540,612.00


₹54,061.20 / 10mg



Keytruda

₹375,000.00 ₹356,250.00


₹178.13 / 50mg



Revlimid

₹2,759.00 ₹2,621.05

₹10.66 / 25mg





Nivolumab(Opdivo)

₹22,000.00 ₹20,900.00

₹15,225.00 / 25mg

## OUR PHARMACY



 Let's Chat!



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## CONTACT US

Name \*

Email \*

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