

PRAYAS

**TASK-1: BUSINESS RESEARCH AND REVIEW**

**Our Vision**

We aim to nurture **socially motivated** and dedicated **entrepreneurs** by providing them workforce, resources, and strategies to set up and expand their own enterprise and **generate employment.**

**Our Objective**

The objective of this program is to identify business enthusiasts or entrepreneurs and help them to grow their enterprise. We will make them realize the social aspect of the program and develop a channel through which they can give back to society.

# **Offline Business: By talking with an medical shop owner.**

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## **Business Name and Location:**

Name of shop is Chouksey Medical Store.

Address: Main road Dhooma district seoni, 480888

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## **Business Description and Details:**

Medical shop is owned by Mr. Ashok Chouksey open in 13/ july/2002.

At that time there were no medical shop earlier. Their vision is to

provide the exact medicine as prescribed by the doctor to the

patient. And the mission is to provide all the required medicines to customers at a decent price.

## **Product/Service:**

They have almost all kind of medicines and all other medical equipments. They have major products of two famous medical companies that are Dr. Reddy and Mankind. The quality of Dr. Reddy company's product is very good but they are costly also. So they keep local medicines also as they are available at cheap rates to them without compromising the quality of products.

## **Target Audience:**

Target audiences are all the patients of near by area as well as near by hospitals and clinics

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## **Sales:**

They do deal with all the companies from local medicine company to big famous companies. As they have all kind of customers including financially rich as well as poor. So they buy cheap as well as expensive medicines and medical products depending on the number of kind of customers they have. They don't try to earn a huge benefit from a single customer. In fact their policy is to make little profits but from a large number of customers in this way they are achieving their mission. And providing good products at decent price to customers without compromising with their earnings.

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## **Any changes in the COVID times?**

In Covid 19, definitely their sales increases as in this pandemic all people purchased mask, hand sanitizers, and basic medicines to protect themselves from corona virus. But before all this they were facing a huge chalenge of preventing themselves from corona virus and they were also affraid of that. They were following all the prevention guidelines very strictly. As during this time there service was also very necessary and they helped all the public in this pandemic situation.

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## **Competitors:**

In the beginning there was no competition as they were the first one to open a medical shop in that area. And now there are many medical stores around there shop but then also it doesn't give them much competition as there shop is a old one and most of the customers have trust on their shop.

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## **Insights:**

I think for a medical chemist the most important thing is to provide the correct medicine without thinking for his profit. By doing this only he can win the trust of customers. Apart from this I will suggest them to bring their medical shop on online platform also. And to increase their bonding with local doctors so that they will suggest their patients to Chauksey medical store. And they should do their shop's advertisement in many hospitals and should circulate the Pamplates of their shop in the whole district.

***By Anoop Singh***