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Business Plan

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1 Executive Summary

InstaMed is an online pharmaceutical service provider which delivers medicines within 30 minutes or even faster based on location and availability. We provide you the larger variety of medicines available at your fingertips 24X7. Our services also include subscription plans. Such as monthly renewal of medicines is required for medicine courses. The individuals who have to use medicines continuously for longer period of time. For example medicines for sugar patients and so on. Our aim is to provide services for the individuals who cannot go on their own for medicines to pharmaceutical stores. They should not suffer with shortage of medicines for the reason just they are unable to go to medical stores. We also keep the costs minimal by setting up our own stores so that renting cost will decrease. Initially we may take stores for rent or making agreement with some stores, but later we try to own them so that to provide medicines with minimal costs possible.

2 Company Description

2.1 Legal Form of Business

InstaMed will be organized as a Professional Limited Liability Corporation (PLLC). A PLLC is available to licensed professionals who will only be offering services specific to their profession. This structure allows for stable distribution of profits and losses. Each member remains personally liable for his or her own malpractice, but they are not liable for each other's malpractice. In order to establish InstaMed as a PLLC, the owners will complete necessary documents and pay the filing fee.

2.2 Effective Date of Business

InstaMed will be made available by may 2023. Before the day of launching services, InstaMed will organize and create a working environment with clients and local pharmaceutical stores. This will be done by networking within the community and developing a positive view of the business.

2.3 Company Mission Statement/Vision

InstaMed strives to provide services with the view that no person should face difficulty in finding the medicines whenever required. InstaMed wants to fill the gap that the person who is not able to get the medicines on their own should also get the medicines at their fingertips.

2.4   Company Governance

InstaMed will be owned and operated by InstaMed founders in accordance with its PLLC Agreement. Owners will split profits and losses evenly and contribute equal investment to establish the business. Each owner holds different leadership roles within the company. The owners, staff, and advisory committee at InstaMed will make decisions to keep the company up to date with changing protocol and regulation standards.

2.5   Company Location
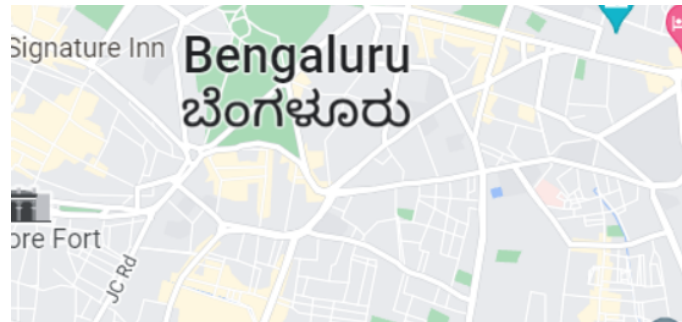
Figure 1: Bangalore

Initially we want to launch InstaMed services in Bangalore. Bangalore is a well developed city and more businesses are established. So more pharmaceutical stores will be available in such a way that the distance between the medical stores is less. So we can meet the 30 minutes delivery requirement.

3   Immediate Development Goals

Prior to opening :-

- Fully train all employees to ensure smooth operations

- Establish supply chain

- Develop a standard design

- Secure or begin process to obtain logo trademarks, website domain and mobile applications

- Satisfy all legal and organisational requirements

Within first 3 months

- Conduct efficient advertising in multiple channels, including social media, internet, website, and radio broadcasting

- Attain 200 customers to ensure financial projections are met and an initial customer base is built

- Resolve software errors and technology issues

- Develop an efficient and practical system to receive useful customer feedback

- Secure more than 10,00,000 rupees sales after 3 months of operation

4 Industry Analysis

4.1 Size and Growth Rate of Industry

The pharmaceutical industry can be traced back to apothecaries that moved into wholesale drug production and dye and chemical companies that discovered medical applications for their products. When these two branches merged, the pharmaceutical industry emerged. Today, the India pharmaceutical market holds over 20 percent of the global pharmaceutical market. The pharmaceutical industry is known to be an "ever-changing" industry and will continue to develop into the future.

4.2 Nature of Competition

Pharmacies are vital businesses for all people. However, as consumers in a rural area adaptations to limited resources must be made. As this current system is inconvenient and flawed by requiring travel, an online pharmacy can provide fulfillment of pharmaceutical needs while bringing a unique form of customer service and care. The pharmaceutical industry is clearly important, and for the elderly community, creating a local pharmacy would satisfy many needs. There is a limited amount of competition and that competition cannot compete with the convenience and location that InstaMed online Pharmacy would offer.

4.3 History of Industry

As technology develops, so does the pharmaceutical industry. At the very beginning, people used rudimentary methods to turn plants, minerals, and tar into "medications". Starting in 1852, pharmaceutical medications began to be standardised. After World War II, pharmaceutical manufacturing

took on a more modernised and industrial form. Now, after centuries of work and research, advancements continue to be made every day that provide answers, options, and opportunities for individuals all over the world. There are multiple businesses emerged between production of medicines and the individuals who consume medicines.

5 Target market

5.1 Defined Target Market

Boyd County residents can get their prescription medications from Instamed.The target market can be drawn easily because there are less healthcare facilities within a mile radius of Instamed and the next closest pharmacy is in a different region, some miles away.Therefore, the population of people in Boyd County who need pharmaceuticals to maintain a good standard of living and to improve their health and wellness constitutes the target market. Every day, Instamed will be able to offer nearby locals convenient and simple access to medicines.

The diagram was made to illustrate their plans for identifying the markets they will use to advertise their company. The graphic is separated into four sections, making it simpler to successfully target particular market segments.

5.2 Size and Growth Potential

The target market for Instamed is the entire population of Boyd County who regularly consume prescription drugs. According to the Rathod Clinic, 60 percent of Indians take at least one prescription medication daily.This indicates that or so10,367,567 individuals of Boyd County are now using at least one prescription drug. According to Dr. Suryavesh of the Rathod Clinic, "As you become older, you tend to acquire more prescriptions," which means that as Boyd County's population continues to age, our target market will likely continue to expand.

5.3 Current Patterns and Potential Market

According to the Indian Census Bureau, 18.2 percent of Indian citizens are above the age of 62, and in Boyd County, 25.7 percent of citizens are above the age of 62. Seniors in the India filled an average of 27.6 prescriptions per person in 2016, according to the Iqvia Institute for Human Data Science. As our population continues to age, the need for prescriptions is bound to increase. The current

pattern of the aging population will contribute to Instamed's success. Although unfortunate, many people take prescription medications every day. As previously stated, Mayo Clinic claims that nearly 70 percent of Indians take at least one prescription drug each day and more than half of Indians take two. More than 20 percent take five or more medications daily. This being the case, Instamedhas a large target market that will be defined as all residents of Boyd County and the surrounding areas.

5.4 Needs and Sensitivities

Although the target market seems successful and Instamed plans to achieve a large market share, there are a number of sensitivities that Instamed needs to take into account in order to ensure that the company continues to be successful. Boyd County is in desperate need for a pharmacy due to the aging population and increased rates of prescription medications needed. However, despite current acquisition of medication being difficult for the residents of Boyd County, these individuals likely have a pharmacy that they currently use. It can be difficult for them to switch from they are used to, even if it will eventually be worth the effort to make the change. This is why Instamed must concern itself with customer comfort, customer safety, and reliability. The business strives to ensure that every customer will receive satisfaction with a smile.

6 Competition

6.1 Key Competitors

6.1.1 Local Competitors

1MG

- Launched in 2014

- Marketplace-based model

- Deals in non-prescription, over the counter and wellness products, diagnostic tests PAN-India.

MEDLIFE

- Launched in 2014

- Inventory based model

- Provides online doctor consultation, laboratory tests, generics and ayurvedic brand PAN-India.

PHARMEASY

- Launched in 2015

- Marketplace-based model

- Has features like medicine reminders, subscription-based medicine refills, online doctor consultation, sample collection, etc.

NETMEDS

- Launched in 2012

- Inventory based model

- Provides diagnostic and telemedicine services along with delivery of drugs and medicines.

6.1.2   National Competitors

APOLLO

- Launched in 1987

- Incremental development model

- 4000 outlets across 21 states in India

6.2   Potential Future Competitors.

Gregory Drug is a flourishing pharmacy about 60 miles away but is beginning delivery service to surrounding areas. This pharmacy does have good rapport but the delivery will be far from most of the market of Instamed. Gregory Drug is also considering adding mail-order services, which would be more efficient for Gregory Drug, compared to delivering prescriptions 60 miles.

7   Marketing Plan and Sales Strategy

7.1   Key Message

As chain pharmacies continue expanding, independent pharmacies are leaning into what they do best— providing high-quality, personalized service. Independent pharmacies, such as Instamed, have

the opportunity to build personal relationships with their customer base. The small town flavor allows Instamed employees to know more about their customers on a personal level and provide service to them that fits their personal needs. Considering the high age of the target market Instamed has, providing necessary prescriptions and over-the-counter medications is a priority. Instamed actively works toward providing care beyond prescriptions.

7.2 Message Delivery

Message delivery will take place in a variety of forms, such as internet, print, social media, radio, local partnerships, and a custom mobile application. Delivering Instamed key message through a variety of channels is quite important to reach a wide range of ages.

Internet Many businesses use the internet as a way to attract customers. The Instamed website will be an avenue for curious customers to find out more information about the pharmacy and its services. Instamed will secure the website domain. The website will be utilised in order to keep viewers up to date with information, as well as provide information to potential customers. Instamed individualised approach, mission statement, history, services, staff, resources, and contact information will all be easily accessible on the company website. On the website, there will also be options to order prescriptions, pay bills, and view records.

Print Instamed will place an advertisement in the local newspapers, The Hindu and The Hyderabad times,Indian Express, each week. The advertisements provide company information and resources to readers. Nearly 20 percent residents of Boyd County receive the local newspapers. Using print advertisements is a great way to make the public aware of the new business, especially since the target market is comprised of elderly citizens that do not all have social media or the internet.

Social Media In the upcoming age of technology, busi nesses can immensely benefit from taking advantage of social media as a way of connecting with potential custo mers. Instamed will be using the most popular social media site to increase the customer base. The owners chose to use Facebook or Instagram because it is very common, and after surveying the target market, it was found that Facebook is the most used social media plat form in the community. The company's Facebook Page, Instamed-, will allow the public to "like" the page to receive status updates. The great benefit of Facebook is that when a user "likes" the Instamed page, all of their Facebook friends will see this activity on their news feed, which will expand Instamed social media reach.

Radio Instamed will utilize the local radio stations, to share daily advertisements for Instamed ,

contact information, and the services offered. By advertising on the radio, reaches residents of Boyd County as well as individuals who live in surrounding counties that may want to utilize our services.

Mobile Application Instamed's mobile application, allows interested or current customers to view information. Users may also set to receive notifications for prescription renewals. Customers will have opportunity to renew prescriptions by scanning the QR Code on the medication label. In addi tion, it will include contact information and a list of employees, as well as delivery options. Customers will also be able to create a personalized profile on the mobile application that will safely manage their list of prescriptions.is available on iTunes and Google Play.

7.3 Sales Procedures and Methods

Instamed will rely heavily on referrals from local hospitals, clinics, and physicians. The owners, Joseph Hiatt and Elsie Magwire, intend to visit local hospitals and clinics and meet with office managers and practitioners to discuss services and products offered by Instamed . Sit down meetings would occur in order to establish an understanding of the services Instamed offers and how they employees provide care beyond prescriptions. Communication between local hospitals and clinics would continue in order to maintain business relationships. As the business grows, these relationships will continue to expand. To appeal to the local population, it will be important for Instamed to develop a strong relationship with local organizations in the community. Traveling to surrounding centers of interest will give the owners advantages over the competitors.

8 Operations

8.1 Location

It is also possible to setup employees on work from home basis to reduce the office costs. It would be better for the company to be in a location where it is easy to find tech talent. So, it would be better to be in a place where technological hubs have already been setup therefore, cities like Bangalore or Hyderabad are most suited. Also location plays an important role in the following ways for any company having technological software product :

8.1.1 Networking

Any person who has ever ran a business knows the age old adage, your network is your net worth. Location plays a huge role in networking and collaboration and this is truer in cases of new age lean model startups which are very dependent on assets and support from its parallel industries. This point is the easiest to illustrate and visualise, why do you think Silicon Valley is even called that? Simply because all the modern tech giants were born and brought up in that specific part of California, allowing them to collaborate and compete in close proximity.

India has been slowly but steadily warming up to the idea of SEZ or special economic zones which allow for concentrated pockets of industrial expertise, thus creating an ecosystem allowing startups and MSMEs to utilise and leverage the network thus created with ease and efficiency. So, if you are opening up say a deep tech startup, it makes no sense to set it up in the picturesque hillscapes of Himalayas.

8.1.2 Access To Resorces

Following the previous point, if you are to run a startup proficiently you cannot do it alone and definitely cannot do it with just the resources you started out with. One of the most important resource a startup needs without a doubt is the human resource. As you scale up, you will need individuals with domain expertise as well as generalists. Although generalists are somewhat freely available, specialists are often again concentrated in specific geographical constraints.

That somewhat depends on the educational institutions a place harbours as well. There's a reason why Mumbai is known as the financial capital of India and correlating reasons why it hosts so many of India's illustrious FinTech.

8.2 Bussiness Facilities

No matter what kind of business you have and how you conduct it, if you own or rent a business facility, you do so in order to perform vital business functions there. This is true regardless of whether the facility houses your business headquarters and office, a retail store or a wholesale outlet, an inventory or equipment storage area, or a combination of several of these functions. An efficient facility isn't hard to define in the abstract, but tailoring the definition to an actual concrete list of needs can be more complex.

the following is a list of common small business requirements that closely relate to the choice of

an efficiently functioning business facility:

- provides space for all of your operating steps

- is the right size, construction, condition, age, and interior layout

- has satisfactory security

- can qualify for affordable insurance protection

8.3   Operational Plan

For an effective working of the company we require a perfect production plan so that our required software product is made in the right manner. So what we require is that we want two software to be created. First one is inventory management software of medical shops and the second one is a software where customers can search and buy the medicine that they require from their nearest store according to their prescription.

These are the steps for the operation process for our system:

- Customer visits the mobile/web app as per their feasibility.

- Searching for the required medicine.

- Upload the prescription of the doctor which will be verified by the medical shop owner before selling the drugs.

- Select the delivery option as per their emergency need.

- Select the payment option for your order

Figure 2: Operation Plan

Vendor Tie Ups: Finding the right local pharmacies that can supply the products to the business.

Logistics: Affiliating with logistics services providers or managing shipping and deliveries itself.

For emergency delivery services we can tie up with medical shops that can hire one person for emergency delivery service for delivering medicine 24*7.

Technological Structure: **Ecommerce platforms**: The mobile/ web based application that enables the customers to buy medicine. Web Hosting: Web Hosting enables you to connect to your audience, for a large platform, Dedicated hosting is preferred over Shared Hosting

Backend and Frontend: Backend stack to develop the admin panel (and seller panel), and the store's catalogue. Frontend stack to develop the face of the platform

MANDATORY CONDITIONS APPLICABLE

- There must be a pharmacist and registered chemist on the Board.

- The drug prescriptions must be valid for accepting orders

- The bills must be signed by a registered pharmacist or chemist.

- All drug orders must be monitored by a registered pharmacist

- Drugs must be sent from a chemist with a retail drug licensein case of marketplace model.
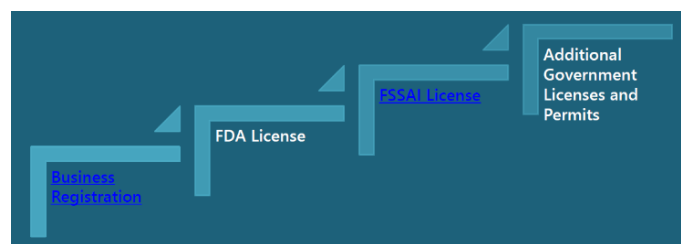
Figure 3: Process to Start an Online Pharmacy Business

8.4 Product or Service Design and Development Plan

The purpose of the design and development plan section is to provide investors with a description of the product's design, chart its development within the context of production, marketing, and the company itself, and create a development budget that will enable the company to reach its goals. Product development strategy enables product organizations to create a stream of innovative offerings that disrupt the competition and delight customers. The aim of product development strategy is

to gain competitive advantage by placing product offerings in the best possible position to drive business goals such as sales growth, revenue, and profits all throughout the product development life cycle.

Figure 4: Product Strategy Checklist

8.5   Workforce Plan

Employees will be hired by the two owners after being evaluated by the operations manager. Evaluation will be based on their expertise, shared belief in the company vision, and dedication to the success of the company. Prior to hiring, all potential employees must fill out and submit Insta-Med job application form

However, as Insta-Med expands, the company will hire more employees to accommodate the growing business. In addition, to gain employee loyalty, all employees' base salaries will increase by 3percent each year after an annual review by the owners and/or the company advisory committee.

9 Our Product

9.1 Online pharmacy website:

With the world becoming smarter and more digital, online retailers and e commerce pharmacy website design or applications are becoming increasingly popular. Having the ability to get everything delivered to your home with discounts and online payment choices, as well as greater demand and business development for the seller, creates a win-win situation for both consumers and the store owner.

9.1.1 Increase in sales and business

Whether you are in the pharmaceutical industry or have collaborated with a well-known brand, providing your customers, with an e-commerce website purchase option will help your brand gain popularity among consumers. With good shop marketing, you may build a brand reputation that will immediately lead to an increase in business and brand recognition. When your clients opt to buy medicine online, they can quickly visit your store and have the drugs delivered to their homes, saving them time and effort. Having sections for different brands of drugs or sections based on the discount range will help customers in finding the perfect medicine they require and that too easily.

9.1.2 Door-step delivery

Due to the e-commerce pharmacy website designs, the customers are preferring these online services for having medicines delivered to their homes with just one click. With an online pharmacy website design or app, you no longer need large warehouses in each location to supply and handle the items. You may list any of the brands on your website and ship straight to all of your consumers from a single spot. The central distribution site reduces superfluous maintenance and warehousing costs

while also making delivery easier.

9.1.3 Other benefits

- People who live far away from their parents appreciate e commerce pharmacy website design where they may purchase medications at their leisure and have them delivered directly to their family.

- A time-saving solution for a consumer who finds it difficult to visit medical stores in search of a certain medication.

- Recorded drugs and prescriptions make it easier for a consumer to acquire medicine in the future, even if he does not have the prescription with him.

- There are no infrastructure or order management fees.

- A local pharmaceutical business is given the opportunity to experiment with a digital marketplace.

9.2 Features of an Online Pharmacy Website

Figure 5: Features of an Online Pharmacy Website

Once you start creating an online pharmacy web site, you should have a concept of how the e-commerce shop should appear and what features should be included. Aside from shopping carts, payment options, and payment gateways, the following things are essential to improve your pharmacy web site. To begin with, it is a good idea to allow people to sign up for your pharmacy's website. The user should be able to enter personal information, add credit cards, and examine personal offerings, among other things.

9.2.1 Clients Pharmacy website

Attaching prescriptions and the number of medicines needed. You should think about assisting your consumers with responsibility. Insurance companies frequently reimburse for certain drugs. However, in order to do so, they require receipts. As a result, having them available online will save your consumer a lot of trouble. As a result, the consumer will return to your platform time and again. Aside from that, it's a good idea to provide your consumers with the option of attaching a doctor's prescription to their order. This will assist to control the selling of prescription medications.

9.2.2 Discounts and offers

To keep clients interested in your businesses, an online pharmacy website should have a special area for promotions and deals, as well as health-related information. One of your key aims should be to build a loyal consumer base. Personal offerings, special discounts, and promo coupons for active users are all strategies to grow your readership.

9.2.3 Payment options

The customers should have multiple options of payment including pay on delivery. Any retail firm, including an online pharmacy website, must prioritize secure checkout. As a result, be sure to incorporate a secure payment system (such as PayPal, Google Pay, etc.) within your platform to make payments both convenient and secure.

9.2.4 History and account

People frequently buy the same medications that work for them. People in medicine do not tend to explore and try something new every time they get a headache, for example. Even if a consumer buys a remedy for the third time, the names of the remedies might be difficult to remember. As a result, it is a good idea to handle this issue by storing a user's purchase history on their accounts. For a better user experience, simple user account management and password reset settings are available. Order tracking and advanced search capabilities with payment gateway integration.

9.2.5 Reminders and Consultation

Many medical conditions require the use of medications on a daily basis. Insulin injections, allergy medications, asthma inhalers, and birth control pills, for example, should be taken on a regular basis.

As a result, if someone buys some of these medicines, it is a good idea to send out alerts to fill in the supplies. To begin, you should always urge your clients to visit a doctor, as even the most advanced technology cannot replace a doctor's appointment. However, when it comes to non-prescription medication, you can help. For example, you may provide video chats with trained pharmacists to assist your customers.

9.3 E-commerce Pharmacy Website Design model

9.3.1 Admin Panel

The admin panel of your websites for pharmacists is where you can simply manage user information, items, accounts, and other shop areas. You can manage the entire shop from your admin panel dashboard of websites for pharmacists whenever you want to update a new product or generate highlighted listings. Make sure you've requested your engineers to make a simpler dashboard so you don't have to seek technical assistance on a regular basis.

Management

When a consumer wants a certain drug, the manufacturer determines whether the medicine is in stock, receives payment, and provides the remedy easily with websites for pharmacists. Whatever model you pick for beginning an online pharmacy, you should be aware of the regulatory constraints that come with the medical industry in general, and medications sales in particular. The administrator of websites for pharmacists has the ability to oversee the purchasing and selling procedure, list the medications, view the stock, and execute other functions. The admin will be able to conveniently access the pharmacy list and pharmacy map. It is critical in regulating the sales and stockpiles that are handled every day.

Authorization

An authorized admin of websites for pharmacists may examine all processes, including selling reports and transactions, as well as change the drug list and medicine stock. This feature of websites

for pharmacists also aids in the tracking of routine activities and the generation of daily accounts through the use of multisite software.

9.3.2 Quality review

More than 80 percent of online customers research before purchasing drugs from any online store, which is why you need an informative content-rich website where users can read different articles and product reviews before making the final purchase. Pharmacy stores should include brand information as well as ratings for reputable medicinal items

9.3.3 Government restriction

Many legal considerations must be taken into account while developing a pharmacy website. Government rules impose restrictions on internet pharmacies; therefore you must be completely informed of these requirements. All of these laws are designed to keep prescription medicines from being abused. Every law differs depending on the location of the website

9.3.4 promotion and Ads

Social media is gradually becoming the most popular marketing tool, and it is regarded as crucial or highly significant in the corporate sector. The figures on its utilization are just mind-boggling. The opportunity to create brand visibility, engagement, and improved connection with the people and companies around them is one of the most essential benefits of social media for Pharmacy websites and apps. Promoting the business on a social platform through means of ads will gain customers along with sponsorships. Another great way to make money is through online applications with pharmacy web design that offer ad space for pharmacy and pharmaceutical firms, diagnostic centers, hospital chains, and brands, insurance companies, and eWallet companies

9.4 Advantages

9.4.1 Easy to order/buy:

E-Pharmacy makes it incredibly simple to buy prescription medications. This technique is especially convenient and quick for persons who live far away from a traditional pharmacy, the elderly, the disabled, and those who work extremely hard. Furthermore, the delivery cost is substantially lower than the cost of traveling to a typical pharmacy.

9.4.2 Saves time:

One of the most significant benefits of the E-Pharmacy application is the ability to save time. You may order your medication in minutes and receive your prescription medications immediately. All you need to do is make an order by inputting your prescription into the mobile app or pharmacy web design of the app. You will not have to go to the pharmacy and will not have to wait in line. Moreover, purchasing medications via the internet also saves money. According to studies, purchasing medications online may save up to a third of the total cost.

9.4.3 Total privacy:

Another advantage provided by E-Pharmacy is anonymity and secrecy. E-Pharmacy, which gives a considerably broader choice of options than a typical pharmacy, delivers a significant benefit to patients. However, it is not feasible to find every medicine in a physical pharmacy in a specific location, but general drug shops provide many more drug possibilities.

9.4.4 Provides Information

The majority of legitimate retailers that collaborate with E-Pharmacy have a drug checking method in place. After completing a questionnaire about the patient's health situation, these retailers obtain a prescription from a personal doctor or use drug delivery. Before they are delivered, these surveys are reviewed by a doctor. Some internet pharmacies provide valuable information on medications and ailments. It contains essential information as well as links to key medical sites, institutions, and government authorities.

9.5 Disadvantages

9.5.1 No live check-ups:

The lack of physical examination capabilities is one of the most significant drawbacks of the online pharmacy business. Physical assessments and scenario analysis may be done quite well in specific instances. Even if the online evaluation procedure is carried out, it will not be carried out by licensed healthcare experts. One downside of E-Pharmacy is that there is no one with whom you may speak face to face. It is extremely difficult for people to reach a qualified pharmacist when they have queries regarding the medications they are taking. As a result, patients may be unable to obtain their medication on the same day.

9.5.2 Financial security:

The protection of personal and financial information is one of the concerns raised by the E-Pharmacy application. As a result, internet pharmacies should develop their own privacy policies and guarantee that personal and financial information not shared with other parties.

Tech stack required

Front-end	Java, Swift, Angular, JavaScript, CSS, HTML, React.js
Platforms	Android, iOS, Cross-Platform, Web Application
Back-end	Python, Laravel, Node.js
Push notifications, SMS, and in-app messaging	Batch
Database	MongoDB, MySQL, Oracle
Cloud Environment	Google Cloud, AWS, Azure
Location tracking	MapKit framework for iOS, and Google Maps SDK for Android
Social login	Facebook, Google, Twitter, YouTube APIs
Push notifications	Firebase Cloud Messaging (FCM), Apple Push Notification service (APNs)
SMS, Phone, Voice Verification	Twilio, Sinch, Nexmo
Data Management	Datastax
Services related to emails	Mail Chimp Integration, Mandrill
Universal Operating System	Debian, Macintosh, Ubuntu, CentOS
Real-time Analytics	Hadoop, Spark, BigData, Apache Flink, Cisco, IBM
Payments	RazorPay, PayPal

10 Management and Organization

10.1 Key Employees, Board of Directors, and Human Resources

InstaMed Pharmacy will structure its business operations by the business hierarchy. The managers will oversee the performances of other employees. Each employee will sign a contract, agreeing to their stated duties and responsibilities, as well as their payroll and benefits information. Chief Executive Officer of InstaMed Pharmacy will supervise the management structure of the company and work closely with the operations manager. Operations Manager will ensure that appropriate candidates are selected for the various other positions. Financial Manager will make financial decisions and will be expected to create quarterly reports on the financial stability of the business. Technology coordinator will ensure that all software as well as the website, mobile application, and internet servers are properly working. InstaMed Pharmacy will obtain an advisory committee. The advisory

committee will consist of the owners, their bank representative, two local medical professionals. This committee will meet bi-monthly to review financials, evaluate the status of the business, and plan for the future. These meetings will allow all parties to voice their opinions about the business and give the owners input.

10.2   Identifying, Recruiting, and Securing Key Participants

The operations manager will target the known individuals that live in the area with the proper education and licensing. The owners will advertise for employees through social media and local newspapers. InstaMed Pharmacy will also seek employees through Indeed, Monster Recruiter, and Linkedin. Websites like these are employment-related search engines for job listings. InstaMed Pharmacy can view applicant's cover letters and work experience résumés on these platforms.

There will be a three-step hiring process for new employees at InstaMed Pharmacy. First, applications will be reviewed and the most qualified of the applicants will be offered an interview at InstaMed Pharmacy. Second, references will be contacted and background checks will be completed. The pharmacists will then select the applicant that is the most qualified for the position and would be the best fit for InstaMed Pharmacy. Once these employees are secured at InstaMed Pharmacy, the next goal is to retain the employee. To retain the employee we will provide the employees with competitive pay. Finally, we desire to recognize the employees for their extensive efforts by providing them with incentive plans and rewards.

10.3   Compensation and Incentive Plans

To secure valuable employees, InstaMed Pharmacy will offer competitive compensation plans and incentives. InstaMed Pharmacy strives to keep its employees happy and engaged in their work. InstaMed Pharmacy will offer a benefits package for all employees. The benefits package will include 80 hours of sick pay, 80 hours of vacation pay, 10 hours of paid bereavement, plus health insurance. To incentivize employees to work at InstaMed Pharmacy on a long-term basis, employees will be rewarded with bonuses and gradual salary increases the longer they have been working for the pharmacy.

11 Financial Projection

11.1 Start-up Funding

Currently, the company is owned by the original 4 founders, who each will contribute Rs.400,000 forthe same amount of share, 25 percent. This will more than cover start-up requirements, and provide thebusiness with a cash cushion to use for expansion over the first three years.

The Instamedwill incur the following start-up equipment costs:

- Office equipment including chairs, file cabinets, and desks.

- Front counter, storage bins, cash register.

- 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.

- Scales for shipping.

- Telecom system.

- Storefront build-out.

- Start-up inventory.

- Rent, utilities, insurance.

Please note that these items will be used for more than one year and will therefore be labeled long-term assets, depreciated using G.A.A.P. approved straight-line depreciation.

Start-up	
Requirements	
Start-up Expenses	
Legal	₹100,000
Rent	₹300,000
Utilities	₹400,000
Telecom System	₹40,000
Insurance	₹30,000
Storefront Build-out	₹10,00,000
Expensed Equipment	₹30,000
Website development	₹100,000
Total Start-up Expenses	₹20,00,000

Start-up Assets	
Cash Required	₹14,00,500
Start-up Inventory	₹100,000
Other Current Assets	₹0
Long-term Assets	₹80,500
Total Assets	₹15,90,000
Total Requirements	₹35,90,000

11.2 Break-even Analysis

Our break-even analysis shows that we need unit sales over 9,700 per month to break even. We do not expect to begin turning a profit until year three.

11.3 Projected Profit and Loss

As the Profit and Loss shows, Fish Favourite will run at a loss for the first two years, using up someof the cash reserves initially invested by the founders. As sales increase, we will expand into newlocations to aggressively spread brand recognition. This increase in visibility will allow us to take upless expensive locations off of Tom Mboya Street, while maintaining our flagship operation, the firststore,in aprimespot.

Start-up Funding	
Start-up Expenses to Fund	₹20,00,000
Start-up Assets to Fund	₹15,90,000
Total Funding Required	₹35,90,000

Assets	
Non-cash Assets from Start-up	₹180,500
Cash Requirements from Start-up	₹14,00,500
Additional Cash Raised	₹0
Cash Balance on Starting Date	₹14,00,500
Total Assets	₹15,90,000
Liabilities and Capital	
Liabilities	
Current Borrowing	₹0
Long-term Liabilities	₹0
Accounts Payable (Outstanding Bills)	₹0
Other Current Liabilities (interest-free)	₹0
Total Liabilities	₹0
Capital	
Planned Investment	
Seed Funding	₹500,000
John	₹510,000
Friends and Family	₹500,000
Additional Investment Requirement	₹321,000
Total Planned Investment	₹18,31,000
Loss at Start-up (Start-up Expenses)	(₹2,41,000)
Total Capital	₹15,90,000
Total Capital and Liabilities	₹15,90,000
Total Funding	**₹35,90,000**

| Pro Forma Profit and Loss	Year 1	Year 2	Year 3
Sales	₹27,91,630	₹55,83,270	₹11,166,540
Direct Cost of Sales	₹619,570	₹12,39,140	₹24,78,270
Other Costs of Sales	₹0	₹0	₹0
Total Cost of Sales	₹619,570	₹12,39,140	₹24,78,270
Gross Margin	₹21,72,070	₹43,44,130	₹86,88,260
Gross Margin %	77.81%	77.81%	77.81%
Expenses			
Payroll	₹882,000	₹26,20,000	₹44,96,000
Marketing/Promotion	₹100,000	₹100,000	₹100,000
Depreciation	₹0	₹0	₹0
Rent	₹17,40,000	₹24,80,000	₹29,80,000
Utilities	₹25,500	₹50,000	₹80,000
New location setup	₹250,000	₹500,000	₹500,000
Total Operating Expenses	₹29,97,500	₹57,50,000	₹81,56,000

Profit Before Interest and Taxes	(₹825,430)	(₹14,05,870)	₹532,260
EBITDA	(₹825,430)	(₹14,05,870)	₹532,260
Interest Expense	₹0	₹0	₹0
Taxes Incurred	₹0	₹0	₹0
Net Profit	(₹825,430)	(₹14,05,870)	₹532,260
Net Profit/Sales	-29.57%	-25.18%	4.77%

11.4 Long Term Goal

3 Year goal:

The first three years of InstaMed Pharmacy's development are when the company is most vulnerable. To achieve a customer base that will last well into the long term, InstaMed Pharmacy plans to:

- InstaMed Pharmacy should look to break even by the second year of operation,

- The company should continually provide excellent customer service to all customers.

- InstaMed Pharmacy should continue to establish relationships with local clinics and physicians.

- The owners should seek to make all payments due on the initial loan for 151,000.
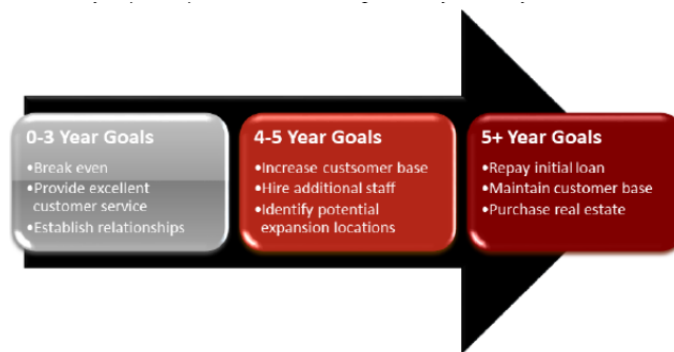
5 Year Goal:

Once InstaMed Pharmacy is established in its first five years, the focus of the company is not only on remaining a pharmacy that provides care beyond prescriptions, but also to expand and become a leader in the communities outside of Bangalore. Thus, InstaMed Pharmacy plans to do the following after five years of operation:

- Increase the initial customer base of 30000 customers to 1,00000 customers.

- With the increase from the initial customer base of 30000 to 1,00000 customers, InstaMed Pharmacy will seek to hire an additional certified pharmacy technician to meet current demands.

- Become a leader in the local pharmaceutical industry by reassessing the target market analysis and identifying potential expansion locations.

- After repaying the initial loan from our Bank after ten years of operation, InstaMed Pharmacy hopes to purchase the building that they currently rent.

11.5   SWOT Analysis

The SWOT analysis is a study undertaken by the owners of InstaMed Pharmacy to identify internal strengths and weaknesses, as well as external opportunities and threats.

Strengths

People	Community	Marketing	Finance
• Specialized employees headed by managers to ensure a well-trained and excited workforce.	• **Insta-Med** emphasizes building relationships with its customers and providing care that goes beyond prescriptions.	• Despite various backgrounds and types of people, the entire target market is reached through the various forms of marketing used.	• Receiving a type of business loan for small businesses establishes a relationship between the company and the bank.

Weaknesses

People	Community	Marketing	Finance
• Maintaining a strong connection with the community requires personnel to be significantly involved and dedicated to their job position.	• The local community is tight-knit, the entirety of the target market has all of their pharmaceutical needs met in the communities.	• Incorporating multiple marketing strategies that meet a wide demographic can be difficult for a small business in a rural area.	• High initial capital expenditures result in a longer period before breaking even.

Opportunities

Political	Economical	Technological	Legal
• State and federal government are both heavily focused on increasing small business growth.	• To provide pharmaceutical care to **Rural** residents and bring more business to the area.	• The internet enables **Insta-Med** to enact inexpensive marketing options.	• Legal opportunities are not defined under the governance of a Professsional Limited Liability Corporation.

Threats

Political	Economical	Technological	Legal
• Unstable political atmosphere results in uncertainty in the market.	• Starting a small business in a rural area is a large risk.	• Basing much of the company on technological features can be difficult for the elderly population.	• Distributing products and goods mean copyrights and patents must be handled correctly.

12 Feasibility Analysis

The system handles all aspects of the inventory control function. It allows the pharmacist to receive new batches of drugs, delete obsolete drugs and modify the current dosage and identification of drug in the database Furthermore, the system eases the process of stock replenishment

On the other hand, PMS enables dispensation process. It stores all the physicians' prescription of the patients. A summarized list of drugs dispensed to the patient can be viewed for monitoring purposes.

With the proposed system, the pharmacist will be able to monitor the movement of the drugs with ease The system is design to track the entry of refresh batches of drugs, be it upon orders from manufacture or loan from the hospital/clinics. It also monitors the drug's movement history, thus leads to better inventory management of money allocated for the purchase of drugs.

Compared to the current manual system, the implementation of Pharmacy management system will have reduced the time spent for paperwork, leading to concentration on improving pharmaceutical care of patients, especially emphasis on patients' counseling and patient medication monitoring. It will be greatly embraced by the pharmacy profession as it is one giant leap towards pharmaceutical care of patients

12.1 Resume of Management Team members

Christopher Logan

Certified Full Stack Web Developer

Phone 1221111112   **LinkedIn** linkedin.com/in/christopher

Email resumeexample@gmail.com

Passionate full-stack engineer with 5+ years of hands-on experience in developing scalable websites/applications using a wide range of front-end and back-end skills like HTML, CSS, Python, JavaScript, etc. Developed 20+ websites from scratch at Scaler. Looking to further enhance HTML5, CSS3, JS skills as the future full stack developer.

EXPERIENCE

Junior Full Stack Developer

Bajaj Finserv, Pune

December 2015– April 2020

Key Qualifications & Responsibilities

- Enhanced efficiency, quality data, scope, operability, and flexibility of applications.
- Solved challenging dataset problems by using ideas from distributed computing, large-scale design, real-time data processing, data storage, machine learning, and artificial intelligence.
- Write clean code, drive technical design, and take responsibility for technical delivery.
- Managed, optimized, and updated PHP databases as required.
- Developed, improved, and operated web-based software.
- The technology used like AngularJS, React, JavaScript, HTML, CSS, etc.
- Creating and executing unit tests and performing basic application testing.

EDUCATION

Bachelor of Engineering: Electronics and Communication IIT, Bombay

[2012-2015]

- Graduated with an 8.5 CGPA
- Member of NCC Army

Higher Secondary School
Army Public School, Mhow, MP

[2011-2012]

- Graduated with 89%
- State topper in Mathematics.

SKILLS

- HTML5, CSS3
- Bootstrap, Angular.JS, jQuery, JavaScript, ReactJS, Node.JS, JSON, Ruby, Python, Spark, etc.
- Databases: MongoDB, SQL, PostgreSQL
- Android and iOS App development
- Web Development Stacks (LAMP, MEAN)
- Content Management System
- Version Control Systems like git
- Google Compute Engine
- Linear and Logistic Regression
- Rest APIs, SOAP, Spring
- Scrum/Agile

EMILY DAVIES

Project Manager   ● ORLANDO, FL, 32804, UNITED STATES | 890-555-0401

○ DETAILS ○

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United States
890-555-0401
resumeviking.com/templates/

DATE / PLACE OF BIRTH

05/10/1983
Flagstaff, AZ

NATIONALITY

USA

DRIVING LICENSE

Full

○ SKILLS ○

Project Management

Requirement Gathering

Budget Administration

Resource Allocation

Forecasting

Process Improvement

MS Project

● PROFILE

Analytical and proactive Project Manager with twelve years of experience managing software application development & digitalisation projects, with budgets ranging from $10k to $700k.

💼 EMPLOYMENT HISTORY

IT Project Manager at Swift Software, New York, New York

March 2019 — Present

Swift Software is an American multinational publishing, education and media company known for publishing, selling, and distributing books and educational materials for schools, teachers, parents, and children. As an IT Project Manager, my core activities include:

- Collaborating with internal and external stakeholders to gather project requirements
- Working with the Project Management Office to determine the project's human capital needs
- Estimating project budgets and writing all necessary documentation for approval
- Overall project governance, including ensuring compliance to industry and government regulations
- The lead of the development of a foundational framework based on Java, JSP, Struts, CSS, HTML, JavaScript, Oracle, and MS SQL Server
- Provide mentoring services to junior developers and engineers when needed.

Project Manager at Viacom, New York, New York

January 2015 — January 2019

Viacom is an American multinational media conglomerate with interests primarily in cinema and cable television. As an Project Manager, my core activities included:

- Spearheading software development projects, with a primary emphasis on Agile development
- Tracking project timelines, deliverables, and budgets
- Assessing project risks and proactively resolving issues
- Facilitating morning stand-up meetings with the project scrum team
- Wrote Python scripts to load data and parse XML documents
- Showcasing progress to state management in biweekly meetings,

Jr Project Manager at NBA, New York, New York

October 2012 — January 2015

The National Basketball Association is a men's professional basketball league in North America. As a Jr Project Manager, I assisted the project management team with a wide range of software development and infrastructure projects in the ticketeing and online departments.

🎓 EDUCATION

Master of Business Administration, New York University, New York, New York

December 2000

CARTER HILL

FINANCIAL ANALYST ⚲ LOS ANGELES, CA 90291, UNITED STATES 📞 3868683442

○ DETAILS ○

1515 Pacific Ave
Los Angeles, CA 90291
United States
3868683442
email@email.com

Place of birth
San Antonio

Driving license
Full

○ LINKS ○

Linkedin

Joomla

Facebook

○ SKILLS ○

SAS, Matlab, Python

Java, C++, VB.Net

R-Shiny

Pivot Tables, Macros

RapidMiner

Business Performance Analysis

Financial Reporting

Trend Analysis

Variance Analysis

Data Analysis

Multi-Currency Reporting

System Integration

Project Management

Asset Management

Financial Modelling

👤 PROFILE

Devoted and detail-oriented Financial Analyst dedicated to the teamwork that creates a team's success. Set on continual personal and professional growth, including improving business and economic knowledge. Instigated and streamlined cutting-edge data management processes, improving the company's operational efficiency by 7%. Holds a CFA status.

💼 EMPLOYMENT HISTORY

Senior Financial Analyst at HSBK Merchant Bank, Malakwāl
November 2020 — Present

Accountable for all financial analysis for a top manufacturing firm. Improved efficiency of systematic analysis in every department by 60%. Reduced errors by 31%. Retained standard costs within 1.5% deviation year by year. This action saved five employees' jobs previously listed for retrenchment. Designed a "spare parts pricing initiative" that grew customer loyalty by 28%. Drew up financial reports monthly. Located and removed common errors, which saved the company 10% in waste annually.

- Creating and analyzing financial data (e.g., income statement forecasting and budgets) considering the company's goals.
- Providing alternate recommendations aimed at reducing costs and improving company finances.
- Produce tables and reports charting financial information.
- Improving financial models.
- Conduct process analysis and benchmarking.
- Conducting business studies on past, future, and comparative performance and creating forecast models.

Financial Analyst at Infinity Insurance, Orlando
January 2017 — December 2019

Created data presentations that showed how we could grow profits by 12% by prioritizing construction projects differently. Examined flow of cash in the company gift shop. Restructured inventory to include popular products. Increased company profits by 56%.

- Track real financial results, comparing them with company forecasts.
- Compare and correct data regarding transactions.
- Modernizing career knowledge.
- Consult with higher management to sway long-term decisions
- Coordinate with various members of the team.
- Keep financial information private.
- Refining process productivity.
- Troubleshoot problems with financial systems.
- Research conditions of the economy.

ROB EDWARDS

SENIOR SOFTWARE ENGINEER ♀ LOS ANGELES, CA 90291, UNITED STATES

○ DETAILS ○

1515 Pacific Ave
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United States
info@woodymedia.nl

Place of birth
San Antonio

Driving license
Full

○ LINKS ○

Resume Viking

Resume.io

○ SKILLS ○

React

PHP

SQL

Git

Docker

Python

Java

○ LANGUAGES ○

English

Spanish

○ HOBBIES ○

Cycling, Skiing, Skydiving

👤 PROFILE

Highly skilled and dedicated Senior Software Engineer with ten years of experience. Enhanced the performance of 25 applications using ASP.NET Web Forms and MVC Razor. Increased revenue by 9% by analyzing and improving app monetization strategies. Aiming to draw upon proven software development and engineering skills to increase and improve Lexor's impressive line of applications.

💼 EMPLOYMENT HISTORY

Senior Software Engineer at Wells Fargo, Benicia
January 2020 — Present

Responsible to carry out development work on distributed systems and client/server architectures for 34 divisions withing the bank and spearhead the deployment of Diablo services to live and development environments.

- Managed all software development and coded profitable apps using C++, C#, ASP, and Java.
- Awarded Prophead of the Year in 2017 for outstanding app development contribution.
- Improved and optimized the main website's UI for a more seamless customer experience.
- Designing and developing software for digital media workflow and automation solutions in the bank's marketing and client services departments.

Senior Software Engineer at ABSA, Jobabo
January 2017 — January 2020

Tasked with supervising other developers and work closely with engineering teams to implement the next generation of HBO's planning & scheduling platform for 146 banking locations across the globe.

- Created a highly functional set of applications for a large printing house's equipment.
- Designed an advanced flight data analysis tool for a flight school using C++.
- Developed cross-platform compatible solutions for both retail and institutional clients that improved both the UI and the UX of the bank's service offering
- Provide meaningful input to the work project plan, perform a technical review of applications and peers' work, and develop proposals for improvements.

🎓 EDUCATION

Bachelor of Computer Science, Mercy College of Ohio, Toledo
January 2021 — January 2021

Associates Degree in Software Engineering,, Florida Institute of Technology, Orlando
January 2018 — December 2020

★ ACHIEVEMENTS

- Achieved a 100% on-time record when delivering applications.

BRITNEY HOUSTON

Corporate Sales Manager

INFO

ADDRESS

1515 Pacific Ave, Los Angeles,
CA 90291, United States

EMAIL

britney@email.com

LINKS

SKILLS

Business Development

Networking

Group Sales

Market Analysis

Research

Big Data Analytics

PROFILE

Experienced Corporate Sales Manager with ten years' global experience within the international travel sector with a focus to improve sales turnover and positively impact company revenue. Was instrumental in increasing quarterly sales performance by 30% during the last six months, and leadership tenure is back by an MBA and numerous diplomas in coaching and training.

EMPLOYMENT HISTORY

Corporate Sales Manager, PQS Travel Group   Evanston, IL

Aug 2015 – Mar 2019

Achieved over $335,000 in the first quarter of 2015 by increasing new group sales in the Mid-West region.

- Responsible for securing business for corporate business transient and group markets by maintaining top accounts, and implementing strategic solicitation and relationship methods to achieve goals.
- Conduct performance reviews.
- Develop and train account managers to secure long-term contracts with leading original equipment manufacturers and improve customer retention.
- Achieve double-digit margins and increase revenues to $400 million annually with leading government agencies.
- Manage regional corporate accounts in the New England Area of more than $100k each.
- Develop training plans and career paths for subordinates.
- Collaborate with internal stakeholders such as finance and HR departments regarding budgets and recruitment needs.

Assistant Global Business Development   Cleveland, OH
Manager, Trans Atlantic Travel Group

May 2011 – Jun 2015

Sales performance increased by 20% following the implementation 6-month sales consultant exchange programs to company locations abroad.