

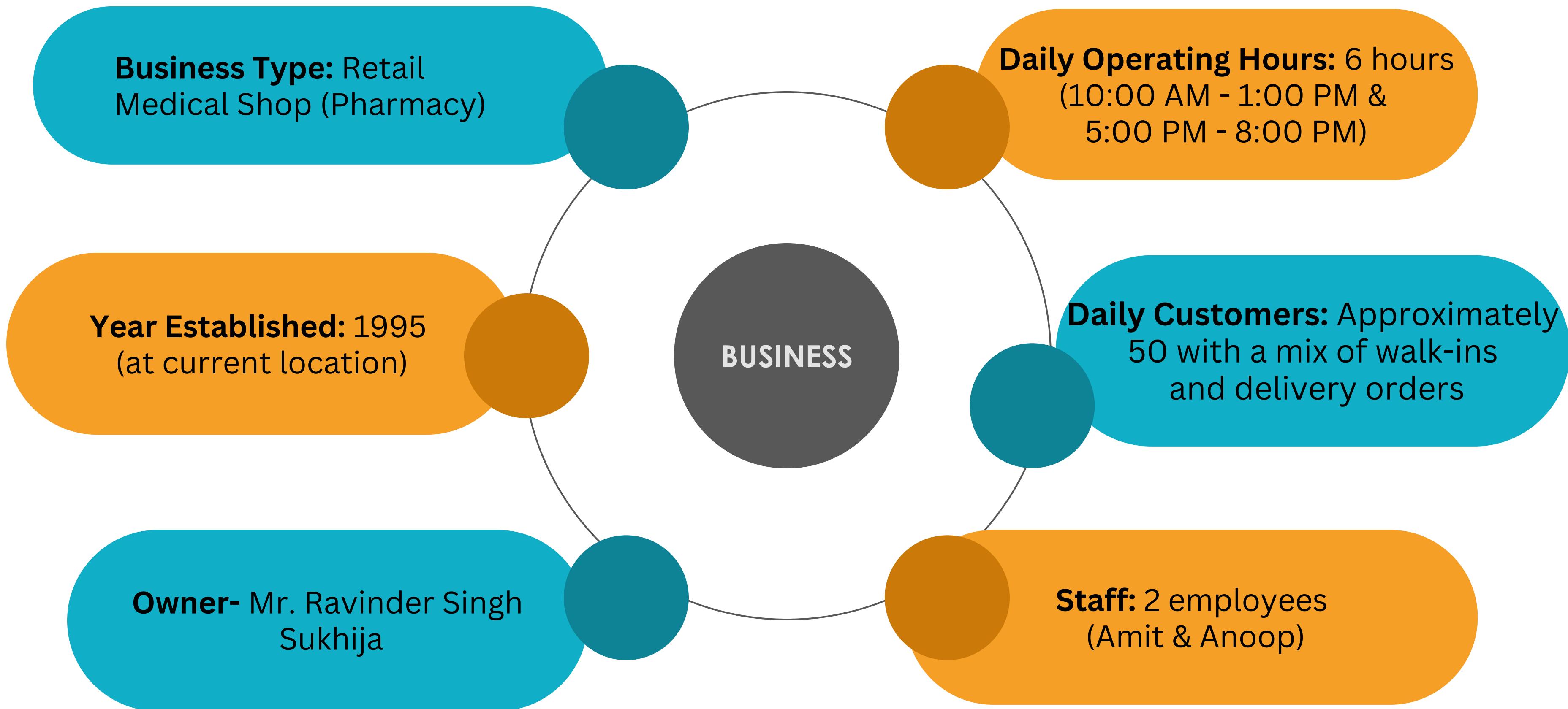
Managerial Communication Project: A Case Study on Kamalika Kemists

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ABOUT THE BUSINESS



Business Operations and Strategy

MARKET POSITION AND PERFORMANCE

- Strong reputation and Goodwill is the cornerstone for success allowing it to thrive inspite of operating only for 6 hours a day.
- Built trust through consistent and reliable service

CUSTOMER PROFILE AND FOOTFALL

- serves approximately 50 customers daily
- both high volume and low volume purchaser
- both small and large volumes vital for stability

SALES CHANNEL AND DELIVERY

- effectively adapted to modern consumer habits
- 70% of orders are online (via WhatsApp and phone call).
- 30% of customers are in-store visitors.

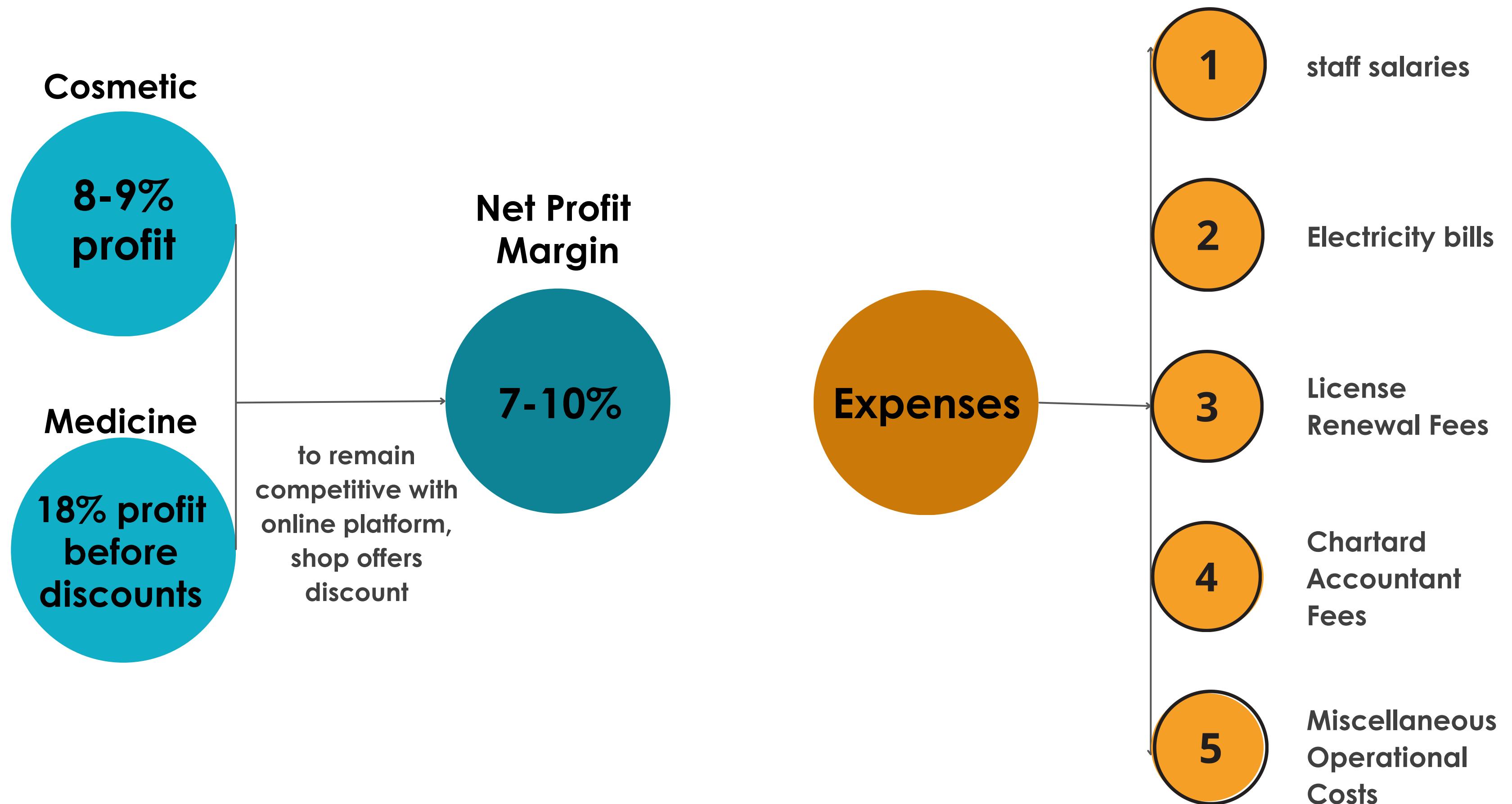
PRODUCT PORTFOLIO

- Primary focus- Allopathic Medicines
- Limited ayurvedic medicines also available
- Owner holds license for homeopathic medicine but do not stock them

ADDITIONAL PRODUCT LINES AND MARKET IMPACT

- Along with medicines, cosmetics were also an important source of revenue
- However after rise of quick commerce, now constitute only 10-20% of total revenue

Financial Overview



Supplies and Inventory

10 distributors (5 major suppliers)

Order placed on a daily and weekly basis depending on availability of the supplier.

INVENTORY CLASSIFICATION-

- **Running Items:** Frequently restocked medicines like Crocin and Digene.
- **Less Frequent Items:** Items like blood pressure machines and medications for rare diseases, which are restocked less often.

Regulatory Compliance and Quality Control

LICENSING AND CERTIFICATIONS

- 10*12 SQ FEET MINIMUM COMMERCIAL AREA
- REFRIGERATOR
- QUALIFIED PHARMACIST
- DRUG LICENSE,GST CERTIFICATE AND FOOD LICENSE
- ALL CERTIFICATES AND DEGREE TO BE DISPLAYED

INSPECTIONS AND AUDITS

- SURPRISE INSPECTIONS BY DRUG LICENSE AUTHORITY

MANAGEMENT OF EXPIRED MEDICINES

- EXPIRED MEDICINES ARE RETURNED TO COMPANY WITHIN 2-3 MONTH OF EXPIRY
- 50% REIMBURSMENT ON RETURNING OF EXPIRED MEDICINE

Human Resources and Staff Management



Staffing and Recruitment

There are two employees working in the shop, Amit and Anoop, who serve customers and make deliveries. They had been recruited by reference.



Challenges and Solutions

Mr. Sukhija had noted that the staffing issues included training of the staff, management of the staff, theft potential, and the possibility of not finding competent staff.

As a remedy to these, he has adopted:

- CCTV surveillance.
- End of day physical checks.
- New employees-Background verification and police checks.
- Periodic stock and accounts audits.

Competitive Landscape and Analysis

Feature	Kamalika Kemists (Adhchini)	Medicine Point (Kamla Nagar)
Business Model	Service & Relationship-Focused	Price & Discount-Focused
Product Range	Allopathic, some cosmetics	Allopathic & cosmetics
Key Service	Unconditional Home Delivery	Home delivery (min. order ₹200)
Discount Strategy	Flexible (net margin 7-10%)	Aggressive (15% on meds)
Profit Margins	Meds: ~18%, Cosmetics: ~8-9%	Meds: ~25%, Cosmetics: ~12-15%
Record Keeping	Manual	Manual
Key Strength	Trust, Reputation, & Delivery	High Margins & Aggressive Discounts

Competitive Advantages of Kamalika Kemists

The good local trust, personalized customer service and good customer loyalty would be the main competitive strengths of Kamalika Kemists.

Kamalika Kemists is a high trust, high service provider. It is under severe pressure of price aggressive rivals such as Medicine Point and is forced to be dependent on its non-price strengths including:

- reputation
- personal relationships and
- better service convenience in order to maintain its loyal customers

SWOT Analysis

POSITIVE

STRENGTH

- Reputation and Goodwill
- Loyal customers
- Personalized Services

NEGATIVE

WEAKNESS

- Small scale
- Limited staff
- Dependence on manual systems

OPPORTUNITY

- Digitization of billing and records
- New sales channels like online quick delivery

THREAT

- Large franchises
- Quick commerce rivals
- Skilled staff shortage
- Risk of theft

Future Outlook



Owner's Perspective and Future Plans

Mr. Sukhija is happy with the way his business is at present and has no intention of expanding. He appreciates the predictable revenue it generates, His future intentions are smaller ones, and they aim at internal changes that can be made, i.e. the computerization of the billing and record-keeping system.

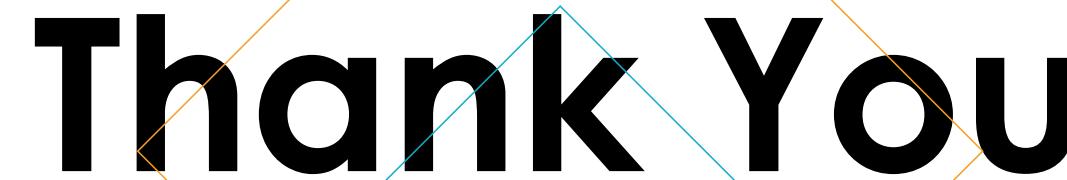
Advice for New Entrepreneurs

Mr. Sukhija is not entirely optimistic of new entrants in the retail pharmacy business. He outlines how difficult it is to compete with such big franchises and fast-commerce sites, indicating that a potential solution may be to invest in bigger, established chains for new entrants.



Conclusion and Key Takeaways

- Kamalika Kemists case offers a compelling narrative of a successful small business that has thrived on the foundations of trust, customer service, and flexibility.
- Competitive analysis shows that the market is multifaceted (It has many different aspects or features) and competitors are competing based on price, product diversity, and operating efficiency.
- The success and survival of Kamalika Kemists relies on its service proposition and the sense of community trust that the company has developed over decades.
- This is the best defense it can have in a market that is starting to become increasingly commoditized.
- Mr. Sukhijas experience brings into focus the importance of a viable strategic focus, even at a small level, so as to navigate the competitive and complex environment.



Thank You