

## **Problem Statement**

### **1. Inefficiencies in Conventional Pharmacy Management**

- Manual processes for billing, stock updates, and prescription handling lead to frequent human errors and delayed service delivery.
- These inefficiencies reduce workflow productivity and negatively impact customer satisfaction and operational reliability.

### **2. Inaccurate and Unoptimized Inventory Control**

- Pharmacies struggle to maintain accurate records of stock levels, batch details, and expiry dates when relying on outdated tracking methods.
- Stockouts, overstocking, and unnoticed expired medicines result in financial losses and compliance risks.

### **3. Absence of Centralized Customer and Prescription Data**

- Disconnected systems limit the ability to track prescription histories, follow-up schedules, and customer purchasing patterns.
- This lack of integration weakens customer engagement and prevents pharmacies from offering timely service or refill reminders.

### **4. Limited Access to Real-Time Insights and Analytics**

- Traditional setups do not provide dynamic insights into sales trends, demand forecasting, or operational performance.
- Without real-time analytics, pharmacy owners struggle to make strategic decisions that enhance profitability and service quality.

### **5. Inadequate Digital Infrastructure for Scalability and Compliance**

- Many pharmacies lack secure, unified digital platforms capable of meeting modern data management, audit, and regulatory requirements.
- This hinders long-term scalability, increases administrative burden, and restricts system adaptability to evolving healthcare standards.