

Expiry/ breakage Management for a wholesale Pharmacy

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R. P. Medical Agency

This project focuses on a pharmacy located in wholesale marketplace of Gaya. Established for more than 25 years, the entity is B2B and serves retail demand of Gaya as well as the demand of neighboring towns of Bihar and Jharkhand like Aurangabad, Giridih, Nawada etc. It get supplies from Clearing and forwarding agents.



Problem Solving Approach

- For collection of data available with electronic billing system is used.
- This is an offline software that provides limited no. of features and most of these features are not used frequently by owner and his staff.
- The reports generated in the system are generated in PDF format of which was then converted to Excel after copy pasting.

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GAYA - 823001
GSTIN:10BUYPS045761ZD Apr., 2023 - Mar., 2024

Date : 15 Apr., 2024
Day : Monday
Time : 17:35:58

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UPDATE Manual Graph Tool New Updates

Authorised MARG MASTER PARTNER
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Marg : support@margerp.com
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KHAIRAT AHMAD ROAD, GAYA - 823001
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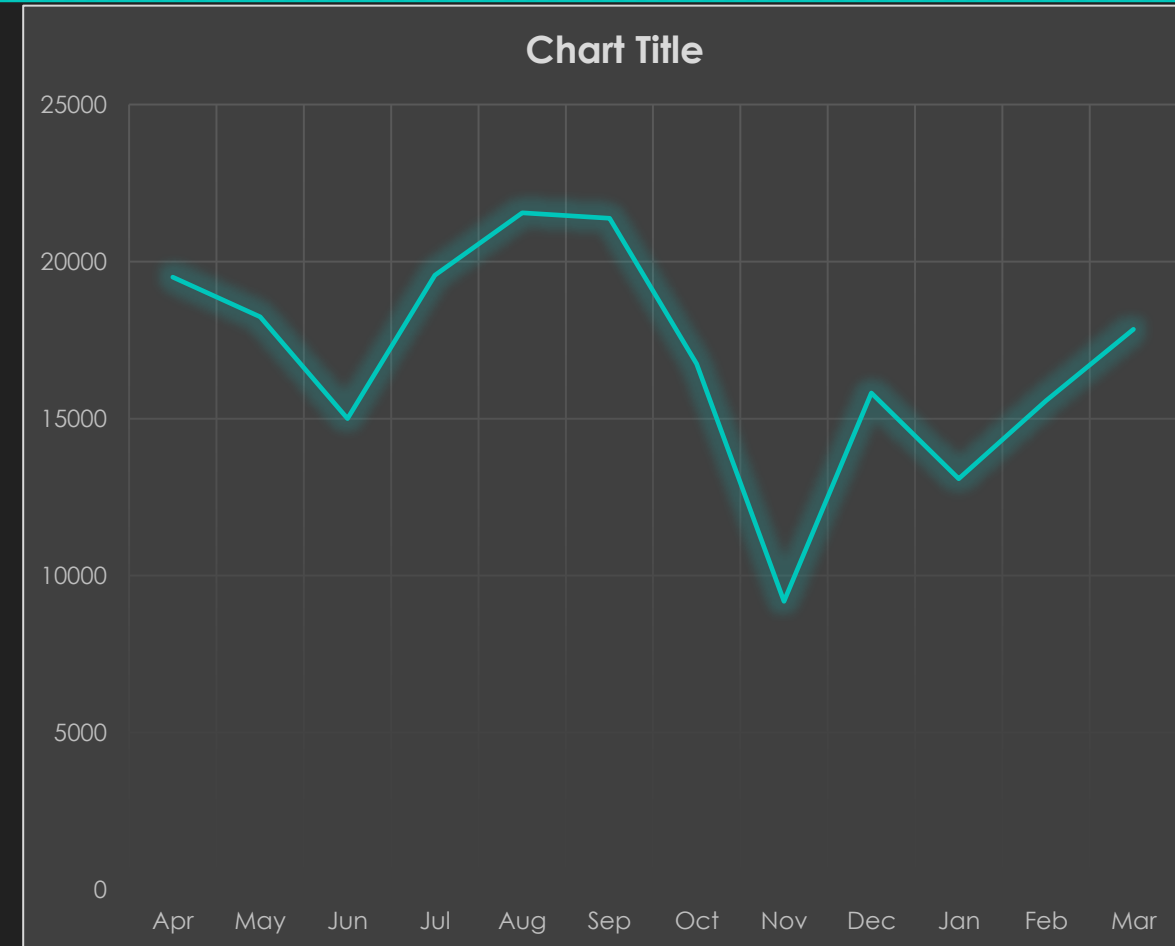
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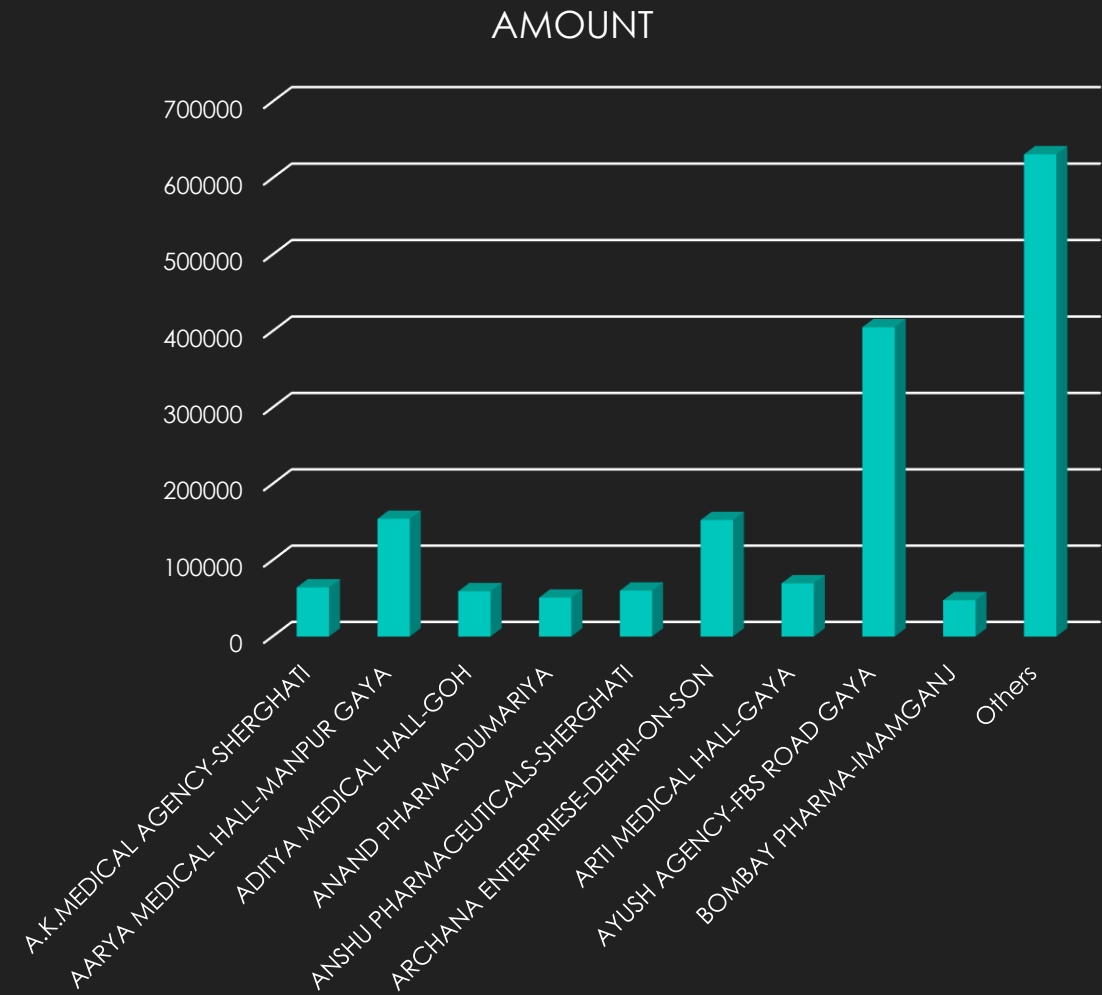
Data Analysis

- The image shows a constant decrease in sales in first quarter.
- In the second quarter there is a jump in sales dips.
- The third quarter shows lowest sales record in November followed by uniform increase in from December.
- With slight decrease in February the closing happens at almost same sales figure



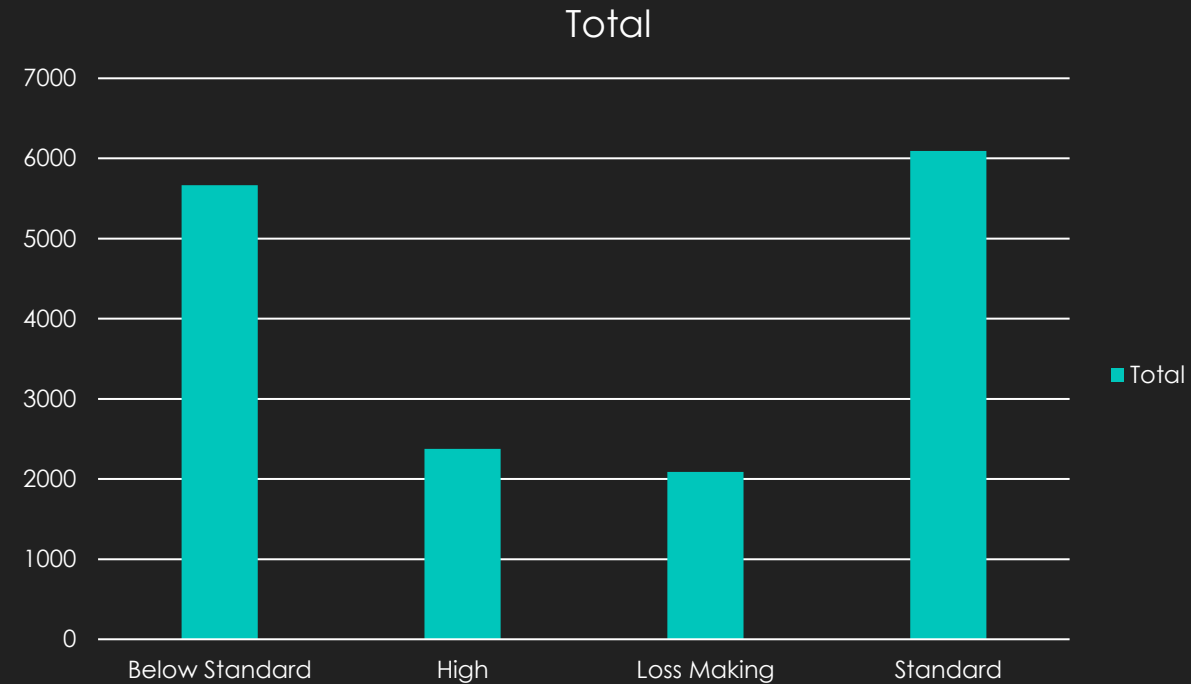
Data Analysis

- There are some 76 customers that have purchased from RP medical enterprises.
- Out of which 9 accounts for maximum sales which are presented above.
- These 9 customers happen to account for 63% sales and can be clubbed as prime customers.
- AYUSH AGENCY-FBS ROAD GAYA happens to be biggest purchaser for the entity accounting for Rs. 405170.5 which is 24% of total sales



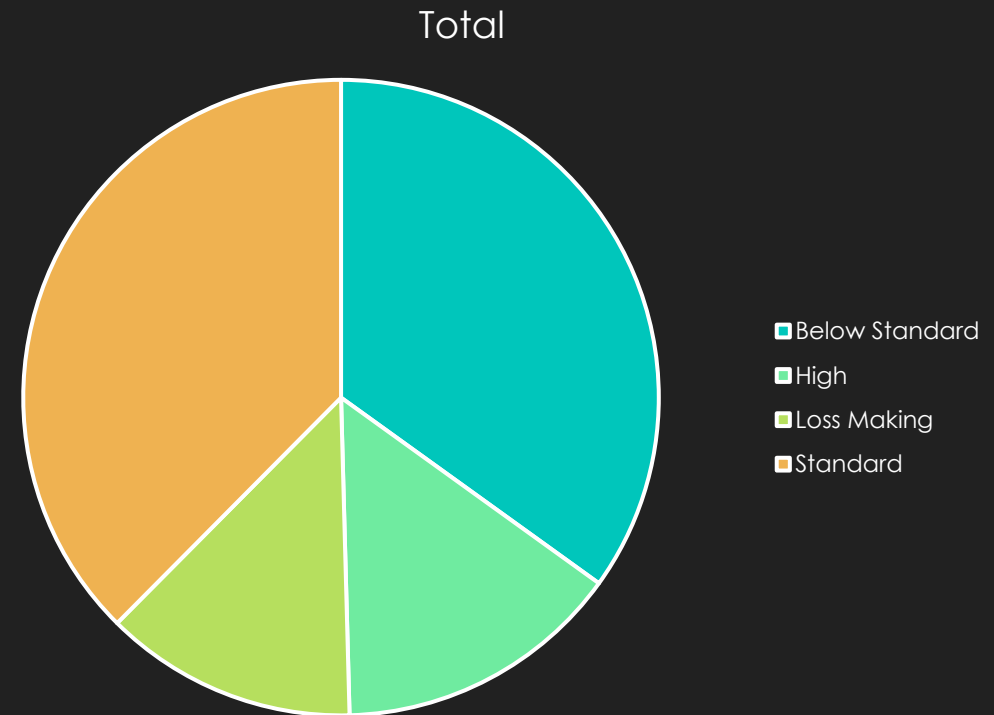
Data Analysis

- We have 300 odd medicines being sold by R.P. medical agency.
- We have graded the medicines as High (>10% profit), Standard(5%-10%) profitability, Below standard (1%-5%) and loss making (0% and below)



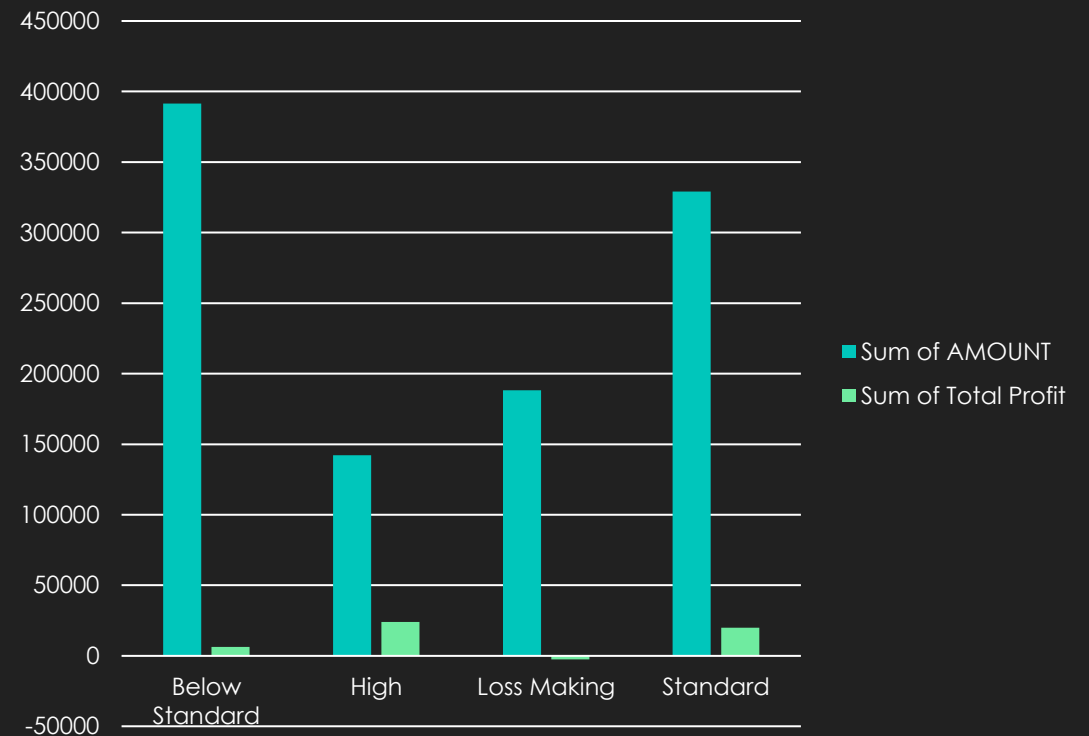
Data Analysis

- Contribution of different grading of medicine to revenue.
- We can observe that below standard have high contribution towards the revenue. While the loss making and high revenue medicines have same contribution.
- Below standard and standard profitability medicines have higher contribution when it comes to revenue or sales.



Data Analysis

- Here the high profitability medicines can be seen contributing more towards profit even though they are being sold in lesser no. and generating less revenue.
- We can conclude from the graph that high profitability medicines contribute more towards profit even when contribution is less while standard profitability medicines contribute similar to its contribution in sales. While the below standard participate significantly in revenue but is only a small contributor in profit



Recommendations

- We could increase the sales of medicines having grading high and the same can be achieved by below steps:
 - a. We could recognise which medicine has what indication and that could help in recognising the season in which more demand for that medicine could as disease like cough etc happen in winters mostly and can attract more sales at that point in the year.
 - b. Platforms like 1mg , Bluemedix which is already a customer to R.P medical agency could help in increasing sales. It should partnership with such giants to increase sales.

Recommendations

- We have recognised some high ticket value customer and also noticed that R. P. medical enterprises did not use the free feature that is available in the software. The software vendor itself provides such feature means that it is being used by other entities. The R.P medical agency should provide free medicines to these recognised customers. So, that other customers also start purchasing in the same quantities that could help in increasing the sales.
- November happens to be low sales period and rest of the months are similar sales. The reason for low sales can be looked for and if it is not systematic. The reasons could provide for more insights for increasing sales.
- In addition the shop could also keep the most high sales medicines and near expiration medicines in the front to increase the sales.