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| **MediShop**  A Chain Medicine Shop in Bangladesh |
| **A Project of Sustainable Research and Consultancy (SRC) Limited** |

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| **Name of The Company** | **Sustainable Research and Consultancy (SRC)Ltd.** |
| **Name of the Project** | **Medi-Shop** |
| **Entity of SRCL** | **Sister Concern of SRC** |
| **Time Frame of the Project** | **5 Years** |
| **Piloting Time Frame** | **2 Years** |
| **Owner of the Project** | **Abu Jubayer** |
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Introduction

**Entrepreneur Name :** **Sustainable Research and Consultancy (SRC) Ltd**

Project Name : Dr. Rose. / Retail Medicine Shop (MediShop)

Project Size : Medium

**Entrepreneur Strength:**

**Abu Jubayer**

**Managing Director**

**M. Sc. (BUET)**

**10 years professional experiences in management**

**Project Objectives:**

1. To be the first choice of customers for their healthcare products & medicine
2. To introduce all medicine products in one stop
3. To ensure availability, affordability, sustainability and quality of medicines
4. To ensure no dispensing of drugs without a prescription
5. To improve community health by ensuring access to medicines
6. To promote rational use of drugs
7. To become the model of model pharmacies by ensuring legal & regulatory operating environment

Marketing Strategies

**Marketing Plan:**

**Description of the Products:**

1. One medicine shop with 100+ renowned pharmaceuticals company in Bangladesh
2. Quick supply for the emergency medicines
3. Comfortable purchase (Visa/Master/Nexus card, bkash, Rocket, Mobile Banking)
4. Four categories of product (Medicine, emergency cosmetics, baby item and sanitary supplies)
5. Ladies and gents counter
6. Online order
7. Home delivery
8. First Aid & Primary Health Care (PHC) services like; measuring body weight and temperature, taking blood pressure etc.

**Marketing Process:**

* TV marketing
* Radio Marketing
* Paper and print media
* Doctor Visit
* Local people campaign (Municipal Office, Schooling, Weekly Mike Announcement)
* Organizing “Drug Day” or “Drug Week” campaigns
* Arranging a “Drug Fair’’ to generate awareness among the consumers and dispensers
* Monthly seminar and symposium for registered medicine shop
* Monthly report submission for registered medicine administration and civil surgeon office.

**Door to Door Marketing:**

* Door to door data collection regarding products
* Primarily, 15 zones will be created in Dhaka city with 4 km radius
* One (1) marketing officer will be appointed for each zone

**Mobile Marketing:**

* One to one communication to know the product demands
* Follow up and ensure home delivery

**Comparison with Competitors:**

**Competitors Condition:**

1. Around 116 licensed Model Pharmacies in Dhaka (as of 07/03/2018, DGDA website)
2. Around 4,447 licensed Allopathic Retail Pharmacies in Dhaka (DGDA website)
3. An estimated approximately equal number of unlicensed retail drug shops in Dhaka

**Our Condition:**

1. Almost competitors in respect of Model Pharmacy.
2. New design and Concept.
3. First 4-6 months Monopoly Market.
4. Customer Friendly environment.
5. Licensed and valid products

**Marketing Areas:**

1. Around 15 selected busy areas of Dhaka city in the opening phase.
2. Later, more outlet will be opened as per the demand and research.
3. At first, Home delivery will be available to some selected areas which will expand later.

**Market Capture:**

1. Overall 60% market within months.
2. 40% Market next six months.
3. 30% Market next year.
4. Finally, 20% Market capture around Bangladesh within next 2-5 years.

**Target in Amount:**

1. 10,00,000 BDT/month (first 6 months)
2. 15,00,000 BDT/year (first 2 years)

**Selling Media:**

1. Our project will per sue supervisors for controlling marketing officers & salesman within retails shops in Dhaka city.

**Demand and Supply analysis:**

1. In Bangladesh, per capita consumption of medicine is about $16 and year-on-year growth rate is 8 percent.
2. According to the Export Promotion Bureau, pharmaceutical business is the next multi-billion-dollar opportunity for Bangladesh.
3. Greater opportunity as 88 percent of the domestic demand are fulfilled by the local pharmaceutical industries.

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|  |  |
| Image result for pharmacy shop | Image result for pharmacy shop |
|  |  |

**Marketing Strategies:**

**Place**

1. Hospital Areas
2. Available Residential areas
3. Easy customer access roadside

**Price**

1. As per the regulation of the government
2. Discount for the regular customers

**Products**

1. Different Outlook
2. Easy access
3. Digital bill payment
4. Mobile App based payment and order system
5. Bulk quantity sell
6. A regular physician practitioner
7. Small prescription
8. Online order
9. Monthly card
10. Health insurance for monthly customers
11. Home delivery unit and doctor service
12. Free medical checkup and campaign

**Promotion**

1. Posturing in front the residential areas and hospitals
2. Occasional gathering leaflet or posturing.
3. Monthly seminar symposium
4. Online/face book competition
5. School college and university level competitions
6. Public awareness program for safe medicine

**Shop Categories:**

1. **Large (Flagship) shop:**

* Above 1500 sq. ft.
* To cover 50% of the total market

1. **Medium shop:**

* 800 to 1500 sq. ft.
* To cover 25% of the total market

1. **Express shop:**

* 300 to 800 sq. ft.
* To cover 15% of the total market
* Residential areas

1. **Mini shop:**

* Below 300 sq. ft.
* To cover 10% of the total market
* Cluster shops in goli / mor

**Marketing Budget (Per shop):**

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| --- | --- |
| **Items** | **Cost in BDT** |
| Posturing | 10,000 |
| Seminar | 20,000 |
| online | 20,000 |
| Leaflet | 5,000 |
| **Total Cost** | **55,000** |

**Marketing Forecast:**

**1st year:** 5% of the total market

**2nd Year:** 10% of the total market

**Production Process:**

**Fixed Assets:**

|  |  |
| --- | --- |
| **Items** | **Cost in BDT** |
| Advance | 5,00,000 or Up to 20% of the market (total) |
| Decoration | 2,00,000 or 10% of the market (targeted) |
| Product Investment | 1,00,000 or 5% of the market (total) |
| Computer | 40,000 |
| Printer | 8,000 |
| Credit Card Machine | 30,000 |
| AC | 50,000 |
| CCTV | 40,000 |
| Furnitures | 50,000 |
| **Total Cost** | **10,18,000** |

**Direct Employee:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Post** | **Number** | **Months** | **Salary** | **Amount** |
| Manager | Depends on the shop category | 12 | 20,000 | 2,40,000 |
| Senior Officer (salesman) | Depends on the shop category | 12 | 15,000 | 1,80,000 |
| Officer (Salesman) | Depends on the shop category | 12 | 12,000 | 1,44,000 |
| Guards | Depends on the shop category | 12 | 6,000 | 72,000 |
| **Total** | | | | **6,36,000** |

**Indirect Employee:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Post** | **Number** | **Months** | **Amount** |
| Marketing Officers | One (1) for each zone | 12 | 5,000 basic + 10% sales commission |
| Campaigners | Depends on the size & duration of the campaign | Campaign period | 800 per day |

**Overhead Cost:**

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| **Items** | **Amount** |
| House rent | 1,00,000 or 5% of the total sales |
| Electricity bill | 10,000 |
| Guest bill | 5,000 |
| Depreciation Cost | 1,50,000 or 15% of the total profit |
| Others | 25,000 or 2.5% of the total profit |
| **Total** | **2,90,000** |

**Management Plan**

**Name of the Business: MediStore**

**Ownership: 5 Directors (Joint Venture)**

**Employee: 14 (Salary payee) + 50 (Contractual Basis)**

**Organogram:**

**Licenses:**

1. Trade Licenses
2. Joint Stock Certificate( Joint venture)
3. TIN
4. Pharmacy Council of Bangladesh (PCB) approved business training certificate

**Membership:**

* Pharmacy Council of Bangladesh (PCB)
* Chemist and Druggist Association of Bangladesh (BCDA)

**Business starting cost:** 50, 000 BDT

**Administrative cost:** 24,000 BDT

**Business Risk Analysis:**

* Intense competition in national level
* Political unrest
* Adverse weather condition
* Fire hazard
* It breaches

**Success Factor Analysis:**

* Growing demands of medicines
* Awareness of the community people
* New Invention
* Client-friendly environment
* Attractive Design
* Quality service

**Technological Aspects:**

* Online Marketing
* ERP software
* CCTV

**Social Aspects:**

* Ensure community health
* Meet the demands
* Employment opportunity

**Total Project Cost**

**Per Unit cost:** 110 BDT

**Company Selling Price:** 125 BDT

**Market Price:** 150 BDT

**Total Investment:**

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| **Item** | **Capital** | **Loan** | **Total** |
| Fixed Asset | 1, 63, 41, 510 (60%) | 1, 08, 94, 340 (40%)  (Term to term) | 4,64,000 |
| Working capital | 2,72,35,850 |
| Startup Cost | 50,000 |
| **Total** | | | **2,77,49,850** |

**Income Statement:**

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| **Statement** | **1st Year** | **2nd year** |
| **Total Sale** | **3,37,50,000 (125/pic)** | **5% increase** |
| **Total cost** | **2,64,41,850** |
| Raw Materials Cost | 2,38,60,250 |
| Direct Staff | 17,08,000 |
| Overhead Cost | 8, 73,600 |
| **Gross Profit** | **7308150** |
| **Total Operating Cost** | **1,24,000** |
| Marketing Cost | 50,000 |
| Administrative Cost | 24,000 |
| Business Start up cost | 50,000 |
| **Net Profit** | **40,50,000** |

**Loan Payment Schedule:** Based on the working capital output 20% of loan will be paid as bank loan

**Thanks to all**

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