

# Project Report

## Pharma Track

### Group Members:

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### Vision statement:-

We believe that we can end the demand and supply of counterfeited medical assets by ensuring the supply of all the goods from manufacturing plants to the customer.

### Profile:-

Pharma Track was established in August 2018. The headquarter is located at Block B Faisal Town, Lahore, Punjab.

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### Product Description:-

Pharma Track is a two-way assets tracking system which allows end-users and the industries to track their pharmaceuticals i.e. the path from the manufacturing plant, through various distributions, and finally to the customers. Users will be able to track the products, hence assuring their security, quality and authenticity. This project employs Blockchain as core and user interface will be based on Web, iOS and Android.

### Target Market:-

Pakistan population: 12 million

58% literate

6.96 million literate people

72% own smartphone

5 million of literate people own smartphone

Target market current: 5 million

### Economic and cash flow assessment:-

#### Cash In:-

Our application will be sold to Manufacturers, Distributors, Chemist as SaaS(Software as a Service) which mean subscription fees will be taken from these users.

For every asset sold to the customer 0.15% of price is to be cut from the original price in interest of the company.

#### Cash Out:-

Money spent on developers and testers for maintaining and upgrading modules of application.

**Marketing and expansion plan:**

Start project at a small level ie with a hand-full of manufacturers, distributors and chemist.

If all things go according to plan make this a inter city project

Intra city project

Inter provincial projects

Intra provincial project

State level project

**Damage control plan:**

For the scope of our project, damage control will be done in several ways, stated below.

**Market testing** will involve taking a small-scale version of our product and getting customer feedback.

**Reverse Brainstorming** is a technique in which the members of our team, i.e. developers, manager and marketers will sit together and think of ways by which our product can fail. By identifying set of failing pointers, we can work out an efficient plan( done through thorough brainstorming) to nullify all such limiting factors.

**General Feedback:** As our app is motivated by the interests of common people, so we have planned to take feedback from the medicine consumers regarding the prospect of making an app of this type public, i.e. will people be able to use it? Will they be able to process the results produced by our product? Etc.