

ANALYTICAL STUDY OF DURGA MEDICAL HALL

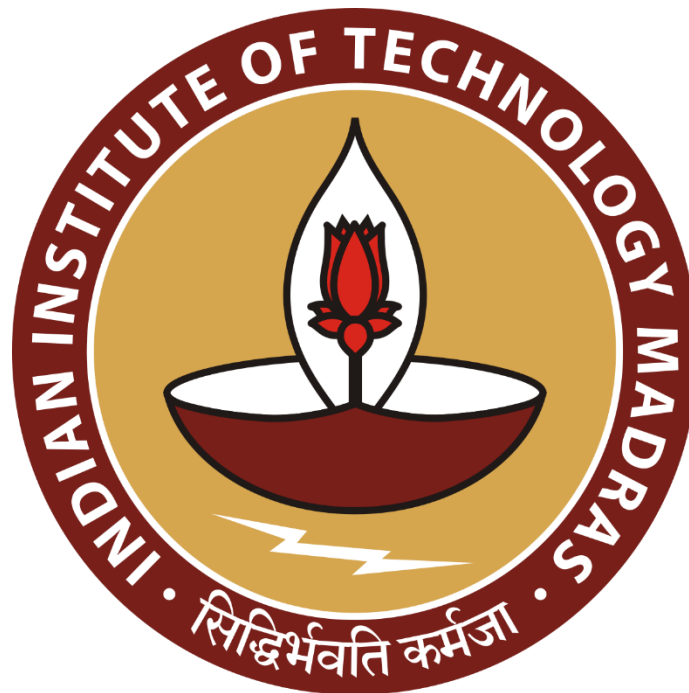
A Proposal report for the BDM capstone Project

Submitted by

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Declaration Statement

I am working on a Project titled "Analytical study of Durga Medical Hall ". I extend my appreciation to [Durga Medical Hall], for providing the necessary resources that enabled me to conduct my project.

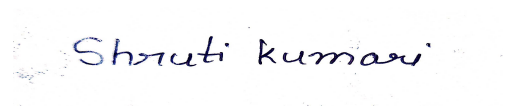
I hereby assert that the data presented and assessed in this project report is genuine and precise to the utmost extent of my knowledge and capabilities. The data has been gathered from primary sources and carefully analyzed to assure its reliability.

Additionally, I affirm that all procedures employed for the purpose of data collection and analysis have been duly explained in this report. The outcomes and inferences derived from the data are an accurate depiction of the findings acquired through thorough analytical procedures.

I am dedicated to adhering to the principles of academic honesty and integrity, and I am receptive to any additional examination or validation of the data contained in this project report.

I understand that the execution of this project is intended for individual completion and is not to be undertaken collectively. I thus affirm that I am not engaged in any form of collaboration with other individuals, and that all the work undertaken has been solely conducted by me. In the event that plagiarism is detected in the report at any stage of the project's completion, I am fully aware and prepared to accept disciplinary measures imposed by the relevant authority.

I understand that all recommendations made in this project report are within the context of the academic project taken up towards course fulfillment in the BS Degree Program offered by IIT Madras. The institution does not endorse any of the claims or comments.

A handwritten signature in blue ink that reads "Shruti Kumari". The signature is written in a cursive style and is enclosed within a faint, irregular rectangular border.

Signature of Candidate:

Name: Shruti Kumari

Date: 04/11/2023

I have collected the data from a medical shop that focuses on the health of the people, which is a retail shop of English medicine, which is located in district Lakhisarai near Vidyapith Chowk, Bihar. The business is B2C and deals in the segment of medicine.

- Stock Management
- Expiration and Spoilage
- Sales and Demand Fluctuations
- Competitive market ,...,etc.

- Analyze the store's stock for sales and incoming stocks.
- Conduct regular audits to identify expired items and remove them from inventory.
- Use historical sales data to anticipate demand fluctuation and offer promotion and discount during peak demand periods to attract customers .
- Monitor their competitors and adjust their offerings.

Organization Background :

The retail medical shop which I collaborated with and collected the data from **Durga Medical Hall** which is concerned with profit and social service. This medical shop was opened in **1987** by **Nageshware Sharma**, the shop imported medicine from online shops and wholesale markets in bulk. Durga Medical Hall is a small business which sells, cough syrup (benadryl expectorant, zeet expectorant, ..., etc), tablets (decolic tab, banocide forte tab, ..., etc), injections (taxin, dektin, ..., etc), surgical items (cotton, bandages, ..., etc), milk mix powder (ProtineX, Horlix, ..., etc), ..., etc. This shop got its first huge profit in 1989 and became popularly localized. This medical shop is situated near Vidyapith chowk, Lakhisarai (Bihar).

| SI No | 708 | CASH MEMO | D.L. NO.-313,313/A | | | |
|---------------------------|-----------------------|-----------------------|--------------------|-----------|--------------|----|
| DURGA MEDICAL HALL | | Name..... | Date : | | | |
| Purani Bazar, Lakhisarai | | P.P.P.H. | 10-10-23 | | | |
| | | Prescribed by : | | | | |
| Qty | Name of Medicin | Mfg Name | Batch No | Exp. Date | Amount Rs | P. |
| PHO | Clavum 6d Sing tab | Aiken | 23441555 | 10/14 | 25/- | 0 |
| PHS | COT ZINC tab | Jarredan | 211436 | 2/24 | 275/- | 0 |
| X30 | Acilic 150mg tab | Cadila | 22524 | 3/25 | 415/- | 0 |
| | Candid Powder (small) | Glenmark | 34230103 | 12/26 | 300/- | 0 |
| | | | | Total | 363/- | 0 |
| | | | | | Signature | |

PICTURE OF THE SHOP



Problem Statement(Listed as objectives) :

When I collected the data from the medical shop and talked to the owner and some customers of this shop and analyze the data ,i found the some problem as follows:-

- Capital blocked due to unrelated inventory which can be resolved by just in time inventory , inventory diversification and inventory audit
- They are facing problems due to demand forecasting which can be resolved by planning techniques to optimize inventory level based on actual customer demand.

Background of the problem:

- When discussing it with the owner then found the shop was running well 10 -15 years ago, but when online markings started and spread everywhere and malls were open then they reduced the income of the shop.
- Within 10-15 years new shops were opened in the same locality who provide extra discounts to gain customers due to which this medical shop loses some preferred customers.It also creates a competitive market .
- Ensuring that the pharmacy has the necessary licenses and complies with changing regulation is a continuous challenge .

- Ensuring the authenticity and quality of medication can be a concern. Maintaining the right storage condition is essential for medicine. Either it can create inadequate storage which can lead to spoilage or reduce effectiveness.
- Supply chain disruptions are also a major cause of the problem .

Problem Solving Approach:

Details about the method used with justification

I have collected primary data and for easy to analyze, I am collecting 10 average selling medicines for 31st days because this project is not only focused on the data but it is focused on how to analyze the data. And using the intense power of pivot tables, I can plot pie charts and stacked histograms to find insights from the data that I have collected. The Pivot table is used to arrange the data systematically and pie chart, histogram are used to represent the data in more conveying (easy) way and also to analyze the data easily.

Details about the intended data collection with justification

The shop sells many types of medicines but I collect these types of medicine which sell on a regular basis within 31st days when I collect the data .In collection of data various thing I noted :-

- Cost price
- Selling price
- Quantity sold
- Quantity bought

From the use of the above 4 variables I identify the revenue, expenditure, gross profit, net profit, Average inventory, overstocking, stockout, gross profit ratio, net profit ratio and many more things .

I am also collecting information on transportation cost, electricity, and other costs to maintain their shop because this will give the appropriate net profit which will help to solve the problem.

Details about the analysis tools with justification

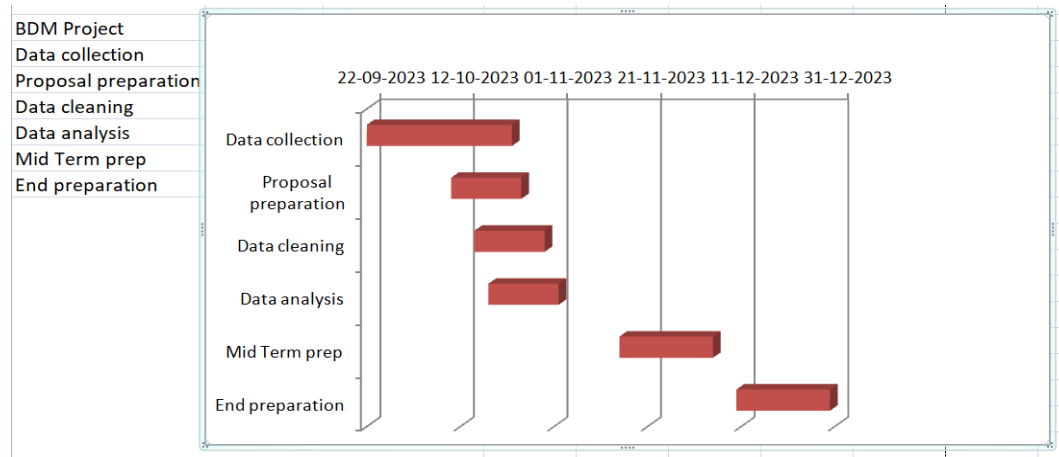
This type of data is time series data, I am using Excel to process the data. Tools that are used in analysis are :

- The primary tool for analyzing the data is MS Excel.
- Pivot tables for filtering and computing row/column/value.
- I am using Excel functions like vlookup, countif, count, subtotal, ..., etc.
- For visualization of data, I am using pie charts, histogram, bar chart, scatter plots, ..., etc.

Expected Timeline:

I have successfully collected the data for 31 days ,first cleaned the data and analyzed it.

Gantt chart



EXPECTED OUTCOME :

- Give assistance to the owner to sort out the business more effectively by generating pivot tables and graphs.
- It needs a format for generating spreadsheets to record and document various types of data.
- Recommend the best possible solution for inventory operation .
- Recommend the business plan to increase financial gain and resolve the above mentioned problem.