

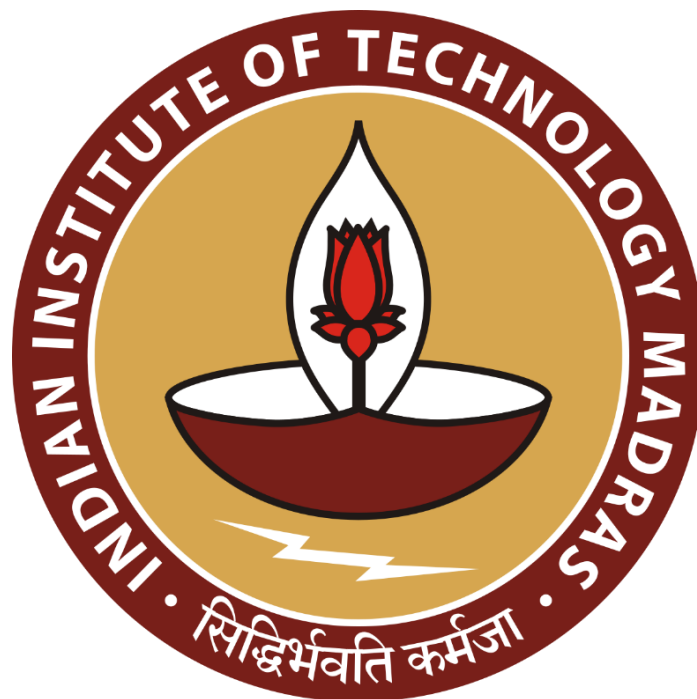
# **Citizen Care Pharmacy: Unlocking the Potential of Data-Driven Solutions for B2C Success**

**A Proposal report for the BDM capstone Project**

Submitted by

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### **Declaration Statement**

I am working on a Project Title “**Citizen Care Pharmacy: Unlocking the Potential of Data-Driven Solutions for B2C Success**”. I extend my appreciation to **Citizen Care Pharmacy**, 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 through primary sources and carefully analyzed to assure its reliability.

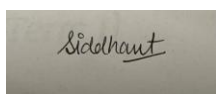
Additionally, I affirm that all procedures employed for the purpose of data collection and analysis have been duly explained in this report. The outcomes and inferences derived from the data are an accurate depiction of the findings acquired through thorough analytical procedures.

I am dedicated to adhering to the information 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 agree that all the recommendations are business-specific and limited to this project exclusively, and cannot be utilized for any other purpose with an IIT Madras tag. I understand that IIT Madras does not endorse this.

Signature of Candidate:



Name: SIDDHANT GAHLOT

Date: 03/02/2025

# **1 Executive Summary and Title**

## **Project Title: “Citizen Care Pharmacy: Unlocking the Potential of Data-Driven Solutions for B2C Success”**

Citizen Care Pharmacy is a community-focused B2C pharmacy located in a Senior Citizen Apartment complex in Greater Noida, Uttar Pradesh. It specializes in providing a wide range of medicines and healthcare products to its customers.

Citizen Care Pharmacy faces several challenges, including hefty rent payments to the society, lower sales due to a lack of trust in offline purchases compared to online options, and operating with only a single owner and no additional workforce. Furthermore, the owner has to offer discounts of up to 15% to attract customers, resulting in lower profit margins.

To address these issues, the project will focus on implementing data-driven strategies to optimize inventory management and sales processes. Analytical approaches such as data visualization, predictive analytics, and inventory optimization techniques will be utilized to gain insights into inventory turnover, identify slow-moving products, and optimize stock levels. Additionally, a marketing strategy will be developed to build customer trust and loyalty through personalized communication, community engagement, and leveraging social media. The project will also explore the feasibility of hiring part-time staff or collaborating with local delivery services to enhance operational efficiency.

The expected outcome is to help Citizen Care Pharmacy reduce financial strain due to inventory and rent, increase profitability, and improve overall operational efficiency, thereby providing better service to its customers.

# **2 Organization Background**

Citizen Care Pharmacy, located in the market complex of a senior citizen apartment in Greater Noida, Uttar Pradesh, was established three years ago. This B2C business operates within the healthcare sector, offering a diverse range of ayurvedic, allopathic, cosmetic, and surgical medicines. Customers benefit from discounts of up to 15% and the convenience of free home delivery within the society. The pharmacy is managed solely by its owner, Tarun, a B.Pharm graduate, who is dedicated to providing personalized and efficient service to the community. Citizen Care Pharmacy is more than just a pharmacy; it's a trusted neighbor. The business is all about ensuring that senior citizens and other residents get their essential medicines when they need them, without any hassle.

### 3 Problem Statement

**3.1 Financial Strain Due to Rent:** Citizen Care Pharmacy faces significant financial strain due to hefty rent payments to the society. These high expenses impact the overall profitability and financial stability of the pharmacy.

**3.2 Lower Sales Due to Trust Issues:** The pharmacy experiences lower sales as customers tend to trust online platforms more than local offline stores. This trust deficit leads to reduced foot traffic and revenue for the business.

**3.3 Lack of Workforce Support:** The owner operates the pharmacy alone, which affects operational efficiency and customer service. The absence of additional workforce support limits the pharmacy's ability to manage inventory, handle customer inquiries, and perform other essential tasks effectively.

### 4 Background of the Problem

Citizen Care Pharmacy faces several interconnected challenges that impact its financial health and operational efficiency.

**Financial Strain Due to Rent:** The hefty rent payments to the society where the pharmacy is located create a substantial financial burden. This issue arises from the high demand for commercial spaces in the area, leading to elevated rental rates. The key factors include the prime location within a senior citizen apartment complex and the associated maintenance costs, which contribute to the overall rent.

**Lower Sales Due to Trust Issues:** The pharmacy experiences lower sales as customers tend to trust online platforms more than local offline stores. This problem is amplified by the increasing popularity and convenience of online pharmacies, which often offer competitive pricing and extensive product ranges. The key factors include a lack of awareness among residents about the pharmacy's offerings and the growing preference for online shopping due to perceived reliability and accessibility.

**Lack of Workforce Support:** Operating the pharmacy single-handedly, the owner faces challenges in managing inventory, addressing customer inquiries, and maintaining efficient operations. This problem arises from limited financial resources to hire additional staff and the complexity of running a healthcare business. Key factors include the increasing workload, the

need for specialized knowledge in handling medicines, and the demand for personalized customer service.

## 5 Problem Solving Approach

To effectively address the challenges faced by Citizen Care Pharmacy, we will employ a comprehensive approach based on data collection, method, and analysis tools. This ensures that the solutions are data-driven and tailored to the specific needs of the pharmacy.

1. **Data Collection and Integration:** The first step involves gathering and combining data from various sources, such as sales records, customer feedback, and inventory management systems. This process will ensure the reliability and validity of the data.
  - Uniform Data System: Establish a consistent system for maintaining and storing all relevant information, ensuring easy access and management.
  - Software Integration: Implement free software tools for customer scheduling, management, and billing integration to streamline client data collection and processing.
2. **Descriptive Analytics :**Descriptive analytics will be used to understand the current state of the business. The purpose is to shape the data to inform the owner, who will then communicate these insights effectively.
  - Trend Analysis: Compile past data to recognize trends and patterns. For example, examining customer wait times to identify peak periods and areas where service is slow.
  - Customer Attrition: Analyze data on customer visit frequency and feedback to determine attrition rates and identify reasons for customer loss.
  - Service Performance: Regularly assess the performance of different services for revenue patterns and their implications.
3. **Predictive Analytics:**Predictive analytics will be employed to forecast future trends and behaviors from the data.
  - Demand Forecasting: Use time series analysis to predict future inventory requirements based on past sales performance, ensuring optimal stock levels and reducing both stockouts and overstock.
  - Customer Retention: Identify at-risk customers through data analysis and implement proactive measures to address their concerns and improve retention

rates.

- Resource Allocation: Forecast the demand for various services to optimize workforce and inventory levels at specific times, ensuring efficient resource allocation.

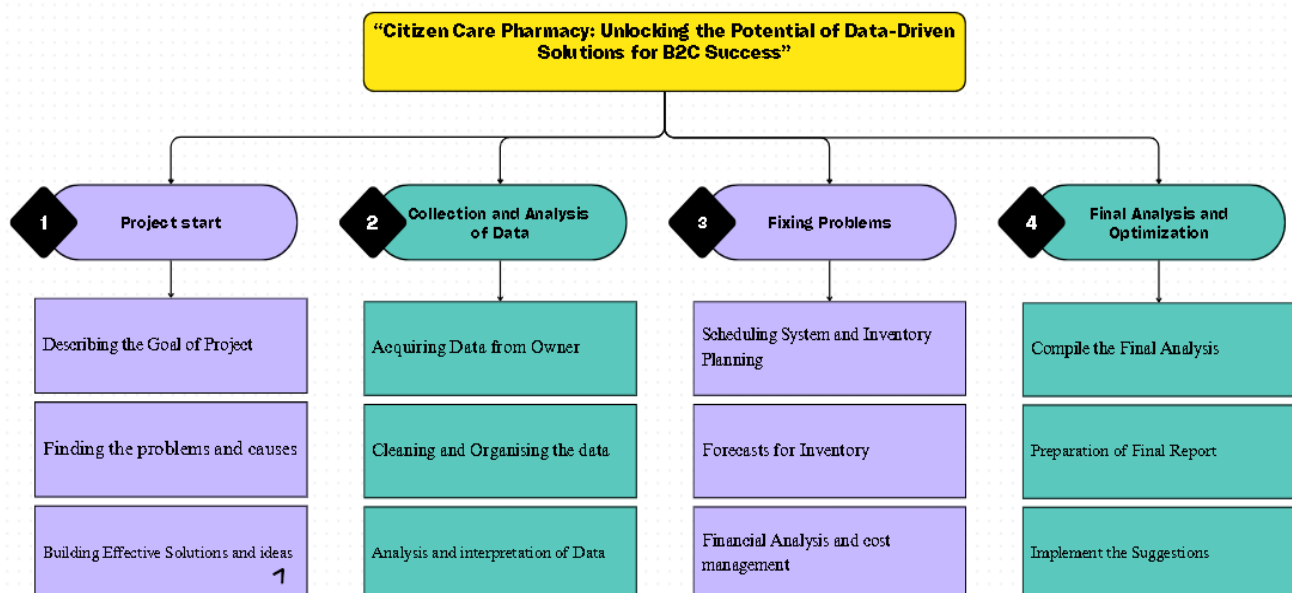
4. **Continuous Monitoring and Improvement:** Developing a continuous monitoring and feedback system is crucial to ensure progress over time.

- Strategy Implementation: Track the implementation of strategies at regular intervals and adjust them as needed to ensure their effectiveness.
- Performance Metrics: Establish key performance indicators (KPIs) to monitor the progress of various initiatives and make data-driven adjustments as necessary.

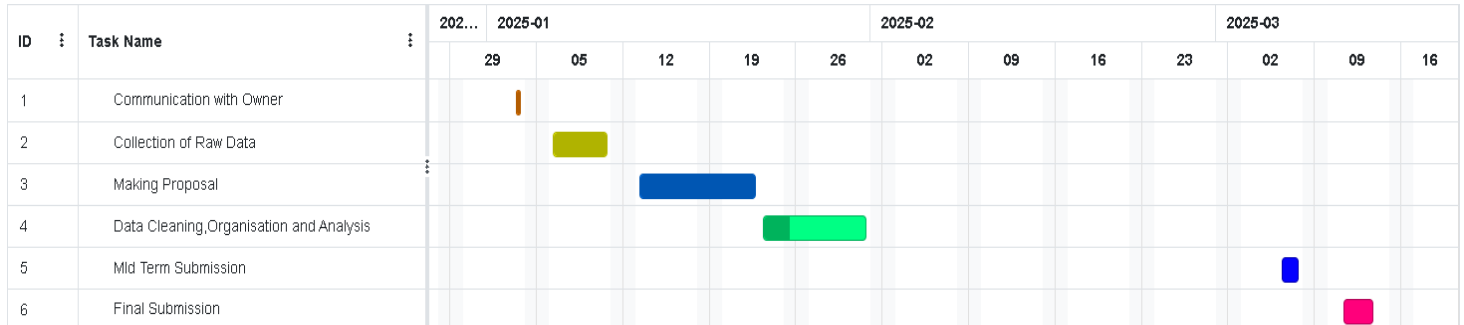
By implementing these data collection methods, analysis techniques, and tools, Citizen Care Pharmacy can overcome its current challenges, enhance operational efficiency, and achieve sustainable growth.

## 6 Expected Timeline

### 6.1 Work Breakdown Structure:



## 6.2 Gantt chart



## 7 Expected Outcome

**7.1 Better Inventory Planning:** By leveraging data-driven inventory management techniques, Citizen Care Pharmacy will achieve better inventory planning, ensuring that high-demand products are always available and reducing excess stock. This will lead to increased efficiency and profitability.

**7.2 Improved Sales and Customer Loyalty:** Through targeted marketing strategies and personalized communication, the pharmacy will experience improved sales and stronger customer loyalty. Customers will appreciate the personalized service and convenience, leading to repeat business and positive word-of-mouth.

**7.3 Enhanced Operational Efficiency:** With the implementation of automation tools and optimized workflows, the pharmacy will enhance its operational efficiency. This will allow the owner to focus on customer service and strategic planning, improving overall business performance.

**7.4 Financial Stability:** Effective financial analysis and cost management will result in better financial stability for Citizen Care Pharmacy. By identifying areas for cost reduction and revenue enhancement, the pharmacy will achieve sustainable growth and profitability.