

Business Model Canvas Report
On
“GenDrug”

Submitted by

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B.E. Semester VIII

In

**Department of
Computer Engineering**



Aadishwar College of Technology - Venus,
Bhoyan Rathod, Gandhinaagr.
2018-19



AADISHWAR COLLEGE OF TECHNOLOGY - VENUS

Formerly Known As Venus International College Of Technology
(AICTE Approved & GTU Affiliated)

CERTIFICATE

This is to certify that the Final Year Project entitled “**GenDrug**” has been carried out by **Moxita Shah (150810107047)** under my guidance in fulfilment of the degree of Bachelor of Engineering in COMPUTER ENGINEERING (8th Semester) of Gujarat Technological University, Ahmedabad during the academic year 2018-19.

Guided By:

Prof. Nehal Rajput

Prof. CE Department

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Prof. Premal Patel

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➤ **KEY PARTNERS**

- Chemists
- Generic Medicine Suppliers
- Deliverymen

➤ **KEY ACTIVITIES**

- Software Development
- Marketing
- Database Management

➤ **KEY RESOURCES**

- Online Platform
- Mobile

➤ **VALUE PROPOSITIONS**

- Search Generic Medicines.
- Buy Generic Medicines.
- Search by Symptoms.
- Upload Prescription.
- Home Delivery.

➤ **CUSTOMER RELATIONSHIP**

- Customer can provide feedback of the seller.

➤ **CHANNELS**

- Medicine sellers recommend our application.
- Top medicine sellers are showcased on top.

➤ **CUSTOMERS SEGMENTS**

- Middle class and lower-class people.
- Patients

➤ **COST STRUCTURE**

- Software Development.
- Marketing.
- Database management.

➤ **REVENUE STREAMS**

- Buyer pays for the medicine.
- Buyer can offer a tip to the deliveryman.