

RX365 Business Proposal

1. Industry Overview

The Pharmaceutical Retailing industry specializes in businesses that help pharmaceutical companies or the medical goods brands in the industry cater to the needs of target customers. These include retailing to customers at their doorstep based on an 'order from anywhere' option without the need for physically visiting pharmacies or medical stores. Generally, pharmaceutical companies purchase drugs, medical equipment, surgical instruments, and supplies, store these items at their distribution centers, and then deliver these products and related services to medical and dental practitioners, clinics, hospitals et al. RX365 aims at helping individual pharmaceutical companies make revenues by selling directly to us without the efforts of setting up a distribution network, trade out of large product volumes, and delivery to customers which involve a lot of risks. We will in turn, approach end consumers directly through our integrated online services, marketing campaigns, logistics network, and our online application to create more demand for the pharmaceutical companies' products.

Online Pharmacy and Healthcare Apps have become a raging success in the Indian market today because of the convenience they offer and the competitive pricing, especially to aged patients, working professionals, and dependent individuals.

According to India Ratings (a Fitch Group company), the Indian pharmaceutical industry is estimated to grow at a compound annual growth rate of 20% over the next five years and is expected to reach USD 55 billion by 2023.

The Pharmaceutical Market in India is ranked 3rd in terms of volume and 10th in terms of market value. Indian pharmaceutical companies are also proving to be global leaders in production of generics and vaccines.

As it is evident within its Asian counterparts, the industry is subject to an ongoing consolidation process since its operating environment continues to develop in line with the dramatic changes occurring within the pharmaceutical supply chain.

With the upstream pharma companies and the downstream markets transforming the supply chain and pushing out the middleman, pharma suppliers are facing a wide array of challenges in generating revenues because of a rigid distribution system in India and the limited convenience offered to the end customers in obtaining the medical products. Additionally, the industry is contending with intense competitive pressures, which is indicative of its volatility.

We at RX365, aim at improving the revenue generation for Pharmaceutical companies by linking the demand of end users to the supply by these companies. We also aim at creating more demand in the market for the products sold by these companies through our various marketing endeavors which will directly impact their annual turnover and profit margins.

2. Objectives of This Business Proposal

This Business Proposal aims at fulfilling the following objectives:

- Discussing the prospects of retailing niche brands and their products for various health-related issues

- Implementing a concrete plan of action to market new products introduced by Pharmaceutical Companies through our marketing propaganda on our website and Mobile Pharmacy App
- Analyzing the demand situation in the market for products sold by our Pharmaceuticals Partners and channelizing them appropriately to increase the sales pitch
- Emphasizing on the practical usage of our software App in creating convenience for customers to purchase Prescription Drugs, Over the Counter (OTC) medicines, Beauty and Wellness Products, Medical Apparatus, Medical Equipment, supplies etc. for which we will obtain the inventory from the pharmaceutical companies that we partner with.
- To Discuss the buying of medicines and supplies at discounted rates and large volumes from Pharma companies and providing valuable services to customers which will make them prefer buying medicines from us. This will, in turn, create more demand at the end of our Pharmaceutical Supply Partners.
- Delineating that our marketing and services agenda will increase our customer base by 30% every year

3. Executive Summary

RX365 is a simple, fast and uncomplicated healthcare system developed by RX365 Technologies Private Limited with the sole intention of helping our consumers and their loved ones stay healthy with timely medication and care. We assure a faster and simpler service model that is purely based on the customer's convenience and pricing preference.

We have utilized the vast possibilities of online services to maintain better connectivity between our consumers and the healthcare service providers.

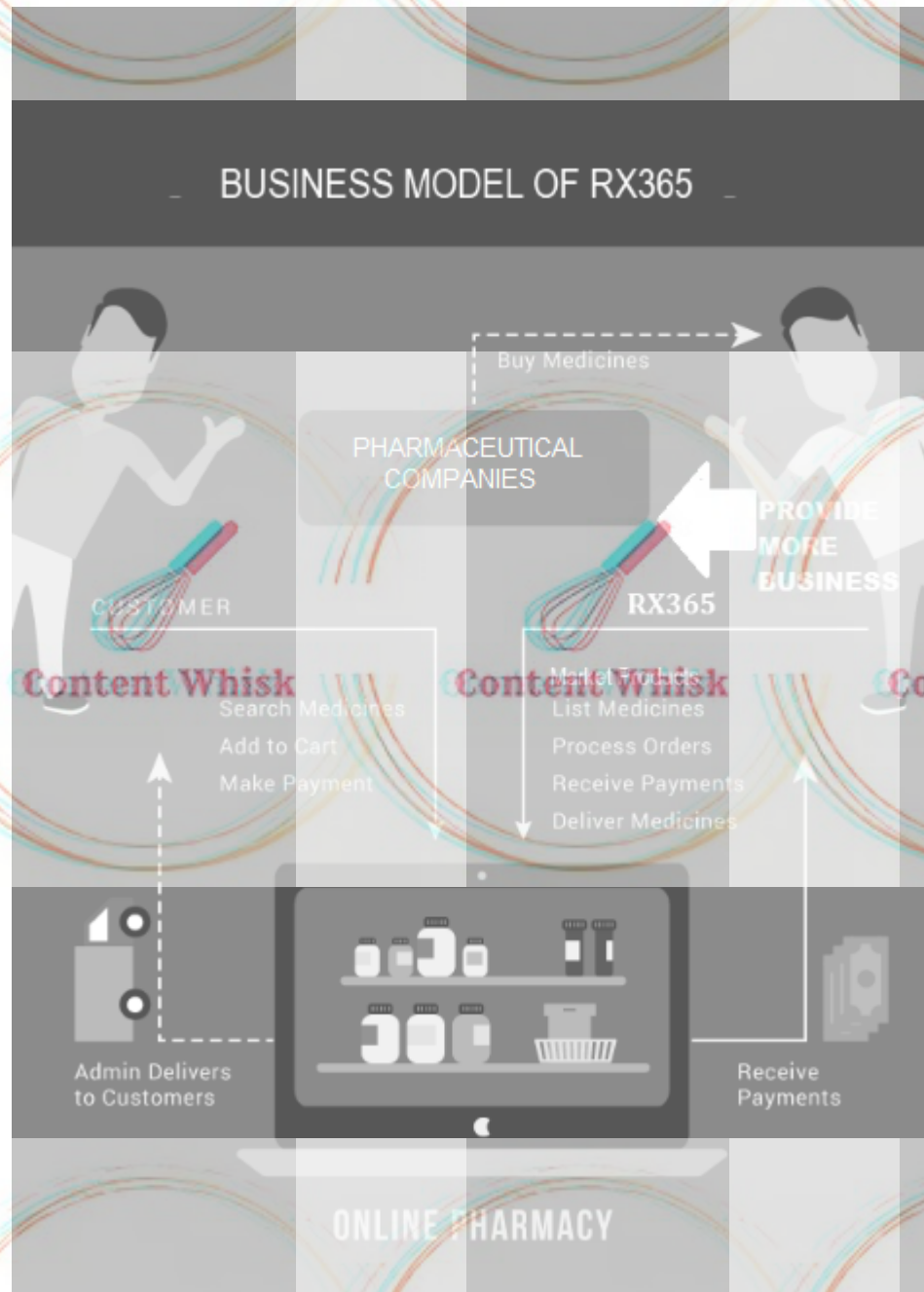
We give them an easy access to medicines and medical supplies, proper medical advice and consultations. We aim at catering to not just the major cities that are within our accessible perimeters, but also remote locations where medical facilities and pharmacies are scarcely distributed. RX365 provides genuine medicines and health care products from authorized dealers only. We carry out internal market research to determine which brands or products are in high demand and what our pharmaceutical partners should focus on to accelerate their revenues. Our motive is to utilize the technological advancements to provide the 'best-in-the-industry' healthcare services.

Our doorstep delivery based on 'just-a-click-away' mobile app service will help customers receive their medication on time from trusted brands. We also aim to offer 15% to 25% discount on online orders to encourage customers to buy more products from the same pharmaceutical company that we partner with.

The idea of bringing RX365 to reality was brought around by the fact that there is an absence of a proper healthcare regime in our country, especially in the rural areas where transportation of medicines and other facilities including the presence of a doctor is largely felt.

3.1 Business Model

The business model of RX365 revolves around making the life of consumers much easier by saving time. Otherwise, a person has to wait in queues to buy medicines or consult doctors. This demand will be used to accelerate demand and generate revenue for pharmaceutical companies through online orders.



3.2 Mission

The Mission of RX365 is to provide our “self-pay” customers with the best prices for their prescription medications, healthcare products, and medical supplies. Our convenience and services will exceed their expectations which will lead to more online orders. The influx of orders will be redirected to our supplying pharma company partners which will help them generate more revenue. We also aim at redirecting re-orders and new customer orders to trusted pharma partners. Through increased discounts that we provide to customers, we aim at continued patronage for the supplying company’s products.

Our mission is also to collaborate with licensed doctors and provide regular medicinal supplies to their patients.

We also aim to come up with lucrative marketing campaigns and mechanisms to increase customer interest in our product suite.

3.3 Vision

Our vision is to establish a leading-edge pharmaceutical retailing company that affiliates with authorized pharmaceutical companies whose products will be sold by us to customers all over India in rural and urban areas. This will help us cater to the immediate requirements of customers with our fast track delivery and become the preferred online Pharmacy and Healthcare App.

We aim to compete with the key players in the market by creating an integrated medicine distribution, marketing, and sales network with our partner companies.

We see ourselves as the leaders in the digital pharmaceuticals industry in the next five years through our seamless and high-quality services throughout India.

3.4 Organizational Structure

Key Participants and Their Job Roles

- Founder and CEO Details and industry experience account and their role
- Senior Management Details and Roles
- Sales and Distribution Leaders Details and Roles
- Purchases Department Leads
- Marketing Team Details and Roles
- Mobile Application Development and Management Team Details and Roles
- Pharma Companies and Customer Liaison Team Details and Roles
- Information Technology Specialists
- The Panel of Doctors In-house
- Pharmacists and Specialists

3.5 Products and Services

3.5.1 Products

- Prescription Medicines/Drugs for short-term and long-term ailments and disorders

- Over the Counter Medicines
- Healthcare Beauty and Skincare products
- Health Supplements
- Surgical Equipment
- Medical Supplies
- Herbal and Ayurvedic Products
- Health-based brochures/pamphlets/manuals
- Healthcare Electronic Devices and Apparatus
- Commercial Wellness Products
- Health Management Products

3.5.2 Services

- **Buy medicines and other healthcare products online:** With our simple application, customers can buy medicines and other healthcare products from anywhere and get it delivered at their doorstep. Along with getting the products, we manage their comfort and health with follow-up calls, online chat sessions, and doctor consultation arrangements.
- **Genuine medicines and health products:** Once our consumers order the medicines, the same will be processed by our qualified pharmacists. After going through a stringent quality check, the order will be processed further, and we will make sure that our consumers get genuine products and medicines at competitive rates after discounts.
- **Doctor consultations:** Consumers can have consultations (telemedicine) at the clinic, on call, on chat, or video conferencing. They can choose their preference and get the best in-house medical advice.
- **A Second opinion from Experts:** Our consumers will be able to get second opinions from registered doctors on treatments or medical courses of action suggested by their doctors.
- **Book lab tests:** Consumers can also book lab tests at ease according to their preferred date and time. Our expert team of lab assistants will be available to collect the samples. They can later view the reports online which will be sent to them via email.
- **Caretakers:** Our consumers have a chance at a better healthcare regime for their elderly relatives, and loved ones who need medical attention. They can choose our “nursing” and “elder care” programs. We assure to provide them the necessary treatment, care, and service to get them back on track as soon as possible. With our well-trained attenders, the customers’ loved ones will get the best of facilities that will help them revive sooner.
- **Discounts and Offers:** When patients order medicines online on a regular basis, we will provide them with better discounts and offers than competitors or general pharmacies.
- **Returns and Exchanges:** If the wrong medicine is delivered to the customer or the customer needs a product to be exchanged, we will execute the same provided the medicines are not used by the customer and are in their original packaging with the invoice.

- **Payment Methods:** Customers can either pay online using their payment gateway or can opt for Cash on Delivery (COD) option as per their convenience.
- **Advisory Services:** We also provide advisory service through chat or calls to our patients seeking doctors' advice or appropriate health services.

3.6 Operational Structure

KEY COMPONENTS OF BUSINESS OPERATIONS AT RX365

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KEY PARTNERS

- Registered Pharmacist
- Legal Advisor
- Pharmaceutical Companies
- Technology Partners
- Payment Processing merchant
- Shipping Partners



KEY ACTIVITIES

- Reviewing order prescription
- Purchasing medicines from registered pharmaceuticals
- Processing customer orders
- Shipping orders
- Delivering Order
- Managing Payments



VALUE PROPOSITION

- Convenient and Easy way of buying medicines
- Deliver medicines at door steps
- Offer discounts on medicines
- Offer comparatively cheaper than chemist stores



KEY RESOURCES

- Registered Doctors & Pharmacists
- Technical Team
- Logistic Team



CHANNELS

- Website
- Mobile Application
- Online & Offline Advertisement



CUSTOMER RELATIONSHIPS

- Feedback & Reviews
- FAQ Section
- Social Media
- Email Newsletter
- Reward points
- Live Chat
- Discount Offers and Promotions



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CUSTOMER SEGMENTS

- Those who do not have easy access to chemist shops
- Those seeking convenient way to buy medicines.



COST STRUCTURE

- Cost of Operations
- Purchase Cost
- Cost of Human Resources
- Employee Salaries & Training Cost
- Advertisement Cost
- Technology Cost
- Website and Mobile App development and design cost



REVENUE STREAMS

- Sale from drugs & health equipment products
- Delivery Fees
- Merchandise Sales
- On page advertisements
- Sponsored Listings



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4. Market Analysis Summary

The target market of RX365 consists of different online groups based on their location (urban customers and remote location customers), Requirements (medicines/medical services/ Lab tests/Follow-ups), the duration of their requirements (short-term, permanent, and guest customers), and their patronage (membership or regular purchases). The strategies applied to cater to their healthcare needs will be planned accordingly.

4.1 Market Trends

A close study of the trends in the Pharmaceutical Retailing industry shows that the industry is expanding rapidly. This is due to the demand for the industry's products by the aging population with more chronic illnesses and lifestyle-based diseases and disorders. The regulatory provisions in India expanded consumer access to prescription insurance and provided increased opportunities for product development. **Going forward, the industry revenue growth is expected to facilitate revenue growth for the Brand Name Pharmaceutical industry.**

A large number of branded drugs companies lost patent protection for high-demand drugs beginning in 2010. Demand for generics subsequently grew, as consumers demanded affordable versions of these high-profile products. These trends are expected to continue in the next five years.

Lastly, the Pharmaceutical Retail Industry aims at helping the pharmaceutical companies in the adoption of eco-friendly approaches towards the production and packaging of its products. As a matter of fact, the industry's adoption of eco-friendly practices will likely persuade environmentally conscious consumers to buy its products, while increasing operators' efficiency.

These efforts will culminate by providing accessible and convenient services through **'Online Order and Deliver'** mechanisms, telecon appointments with doctors, physicians, and medical experts, and home lab collection facilities. Customer satisfaction will be the prime focus of all these endeavors.

4.2 Market Segmentation

4.2.1. Location-Based Customers

These customers will be categorized into urban and rural zones based on the accessibility of their locations by the logistics partners.

4.2.2. Requirement-Based Customers

These customers will be categorized based on what they need from our business. Some customers need medicines, while others need doctor consultations, or medical services like home nursing, etc.

4.2.3. Duration-Based Customers

Short-term customers who need products or services for a few months can order or re-order on our app. Long-term customers can get monthly services from us at discounted prices. They can also order medicines in bulk. Guest checkouts are also facilitated since it will help customers proceed with their purchase without spending time on registration. We provide speed delivery/express delivery options to customers as well.

4.2.4. Membership-Based Customers

Members registering on our App will get extra benefits, discounts, faster delivery services, and other augmented services based on their patronage.

4.3 Target Market Segment Strategy

In essence, our target market cannot be restricted to just patients with chronic illnesses and disorders, but every type of patient that needs medication, treatment drugs, medical equipment, medical supplies, or medical services within our target market network locations in India.

In view of that, we have conducted our market research and we have ideas of what our target market would be expecting from us. We are in business to engage in the marketing and distribution of generic drugs, medical equipment, supplies, wellness products, and medical services. Our target markets are:

- Old-aged Customers
- Patients at Hospitals/Medical clinics
- Doctors and other specialist medical practitioners whose patients may require our services
- Working Professionals who do not have the time to visit a medical store personally
- Patients who need home care and services

4.4 Competitive Strategy

Our goal will regard to competition is to be highly creative, customer-centric and proactive in order to face stiff competition in this industry.

- We aim at creating well-stocked inventories with the best brand of medicines at the most affordable prices and their alternatives based on the advice of the most sought-after panel of doctors and medical experts
- Our delivery network, sales units, marketing team, and network building will be based on adding customer value while garnering their trust
- Having reliable links with suppliers, flawless logistics partners, a clear market position and access to the latest, on-point, and the most efficient technology will give the competitive advantage for RX365

- We will take into account the vast experience of our management team, our panel of medical experts, and the people on board who understand how to grow a pharmaceutical business from the scratch in the current competitive market among experienced players.
- We also intend to provide timely same-day delivery for patients who have urgent medication requirement
- RX365 will provide ideal packaging and handling for medicines and products. This will include ice-packing, thermo-storage, tamper-proof packaging, and sturdy packaging for medicines, medical supplies, and medical equipment which will undergo four levels of inspection before dispatch
- The expiry date checks and stringent quality checks with high levels of customer transparency will give us an edge over competitors
- We also aim to provide personalized services to customers by keeping track of their allergies and ailments and recommending appropriate actions
- We will evaluate the authenticity of prescriptions and deliver medicines only after verification and in-house doctor approvals
- We will immediately replace medication that has been tampered with, damaged, or is not suitable for consumption by the customer
- If the defaulting medicines that do not meet our quality standards cannot be replaced, then the customer will be given alternative drug suggestions or a full refund

4.4.1 Competitors and Buying Patterns

The major competitors include:

- **Chain Pharmacies-** These are state or national chains such as Apollo Pharmacy. The advantages to these chains are better prices through economies of scale, as well as home delivery. The personalized service takes the form of the chain having a record of your medication purchases that you have disclosed to them and associated discounts for regular customers. Customers who believe in these chains that have market autonomy will buy directly from them.
- **Local pharmacies-** These are the pharmacies where customers typically know the pharmacist and they know the customer's medical history located in close proximity to their homes. This option is high in personalized service and convenience and high in pricing as well. The comfort level of the customer is high with such pharmacies. They may also provide door delivery to the customer. Any information regarding the medicines and their effects can be openly discussed with the pharmacist. Customers who look for a friendly-neighborhood pharmacy without much regard to the standard of service would prefer to buy from local pharmacies.
- **Online Pharmacies-** These are similar to RX365 in terms of their services. These involve home delivery, discounted pricing (not guaranteed), and doctor opinion on request. They do not provide advisory services regarding the medicines, their side-

effects, drug interactions, etc. Old-aged customers, caretakers, working professionals, etc. looking for a reliable service and quick delivery will opt for these services.

4.5 Sources of Income

RX365 Technologies Private Ltd. is established with the aim of maximizing profits in the pharmaceutical retailing industry with lucrative affiliation with pharmaceutical companies in India.

RX365 will generate income by performing the following:

- Pharmaceutical Retailing
- Medical goods Retailing
- Home Healthcare Services
- Marketing Newly Launched Products
- Promoting Existing Products in the Market
- Doctor Consultation Services
- Offers and Discount-based Sales
- Lab Tests Conducted at the Customers' doorstep
- Follow-up medication, prescriptions, etc.
- Delivery of medicines and pharmaceutical supplies

4.6 Market Positioning and Sales Forecast

One thing is assured when it comes to a pharmaceutical company, if your products are well-packaged and branded, and your warehouse is centrally positioned for easy accessibility, you will always attract retailers to join forces in selling your products to end consumers.

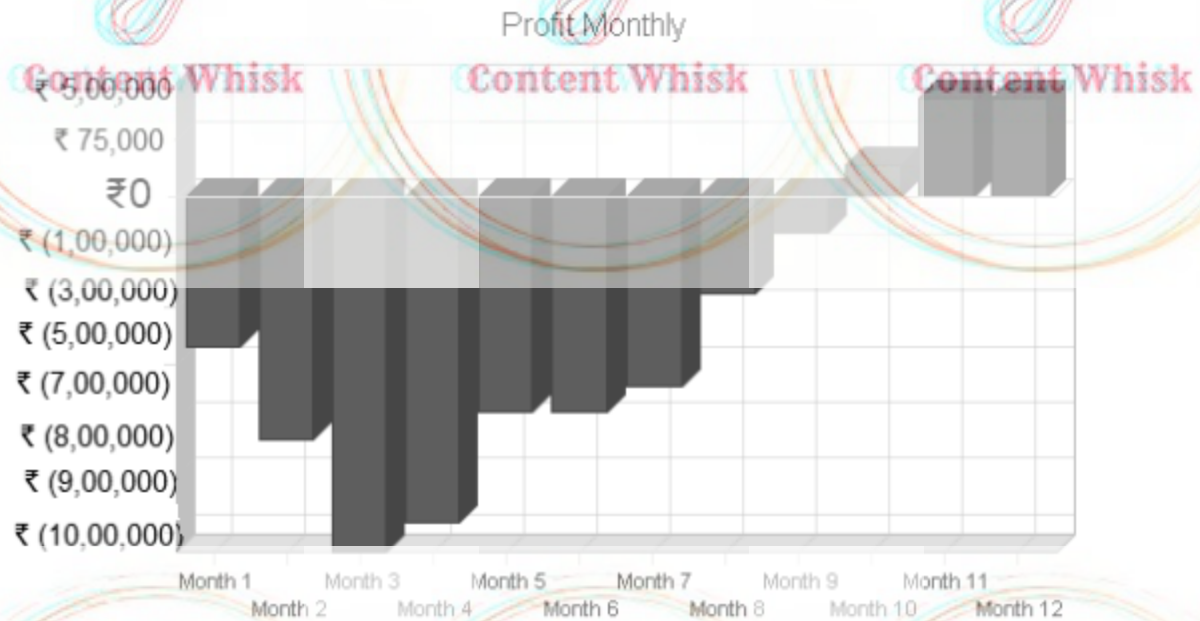
As a pharmaceutical E-retailing business, we are inclined towards directing the sales of medical products from pharma companies to end-users.

We are well positioned to take on the available market in the major cities of India, especially Kerala where our generic pharmaceutical products, supplies, and medical equipment will be sold and we are quite optimistic that we will meet our set target of generating enough profits from the first six months of operations and grow the business by increasing our client base.

We have been able to critically examine the generic pharmaceutical industry and the corresponding customer market and have analyzed our chances of industry penetration and proliferation deftly.

The following Monthly Profit and Loss projections are based on information gathered on the field and some assumptions that are peculiar to similar businesses operating today.

The following table and charts present projected profit and loss.

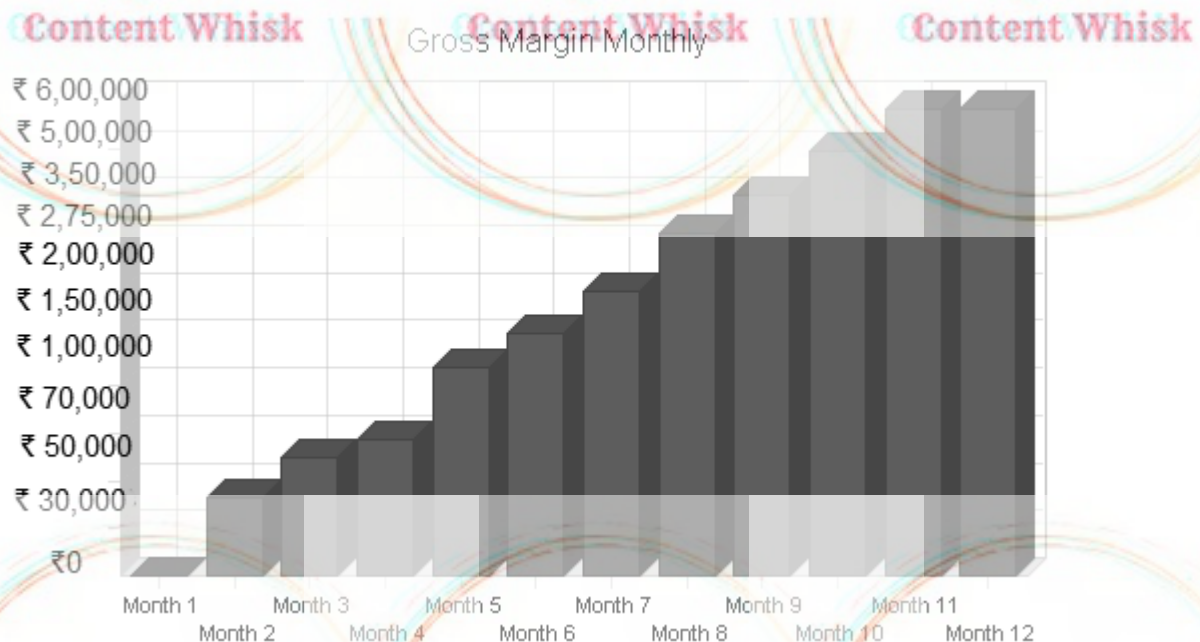


N.B: This projection was done based on what is obtainable in the industry and with the assumption that there won't be any major economic meltdown and there won't be any major competitor in the same location. Please note that the above projection might be lower or higher than the actual value.

Our Revenue Streams are illustrated below:



Monthly Gross Margin Projection



4.7 Marketing Strategy and Sales Strategy

Before choosing a location to introduce our services and the kind of pharmaceutical products that we sell, we conduct a thorough market survey and feasibility study in order for us to be able to penetrate the available market in our target market locations. We have detailed

information and data that we utilize to structure our business in order to attract potential customers.

We have hired experts who have a good understanding of the pharmaceutical retailing industry to help us develop marketing strategies and come up with product combinations/offers that we could offer on our App that will help us capture the market.

In summary, RX365 will adopt the following marketing approaches to sell the pharmaceutical products and medical equipment/supplies of the pharma companies we partner with:

- Introduce our retail pharmacy company by sending introductory letters to pharma companies, distributors, customers, medical boards in various locations.
- Advertise the company's medical products in community-based newspapers, local TV, radio stations
- List our business and the partners' product brands on yellow pages' ads (local directories)
- Engage in direct marketing and sales through posters, pamphlets, handbills etc.
- Encourage referrals by providing benefits to recommending customers
- Leverage the presence of our business online with social media marketing and Email Marketing of the products and services we deal with
- Also, we would like to create health-based communities where we will share details of upcoming products, events, offers, etc.
- Gain sponsorship for various events for promoting our brand
- Position our office and our facilities closer to strategic end customer locations
- Ensure that our products are well branded and that all our staff members are recognizable with the brand uniforms, and all our official cars and distribution vans are customized to represent RX365
- Through customer care promotional calls, emails, and chat information, sales can be improved at RX365

4.8 Our Pricing Strategy

We are aware of the pricing trend in the generic pharmaceutical retailing industry which is why we have decided to sell various sizes of pharmaceutical products as regulated by the industry.

In view of that, our prices will conform to what is obtainable in the industry but we will ensure that within the first 6 to 12 months our products will be sold at prices below the average MRP in the market. We have put in place business strategies that will help us run on low profits for a period of 6 months, it is a way of encouraging people to buy into our generic pharmaceutical product brands and opt for our signature services.

We will offer a basic discount of 15% to 20% on the invoice generated and will also offer an additional discount from online coupon codes, referrals, etc.

4.9 Payment Options

The payment policy adopted by RX365 is all inclusive because we are quite aware that different customers prefer different payment options, but at the same time, we will ensure that

we abide by the financial rules and regulations of the central Medical Board in India, the RBI, and the Ministry of Electronics and Information Technology.

Here are the payment options that we aim to provide:

- Payment via bank transfer
- Payment with cash
- Payment via credit cards / EDC Machine
- Payment via Mobile Wallets and Payment Apps like Paytm
- Cash on Delivery (COD)

In view of the above, we have chosen banking platforms that will enable our client to make payments for generic pharmaceutical products, medical equipment, and supplies purchase, conveniently and securely. Secure transactions will be enabled online with end-to-end encryptions.

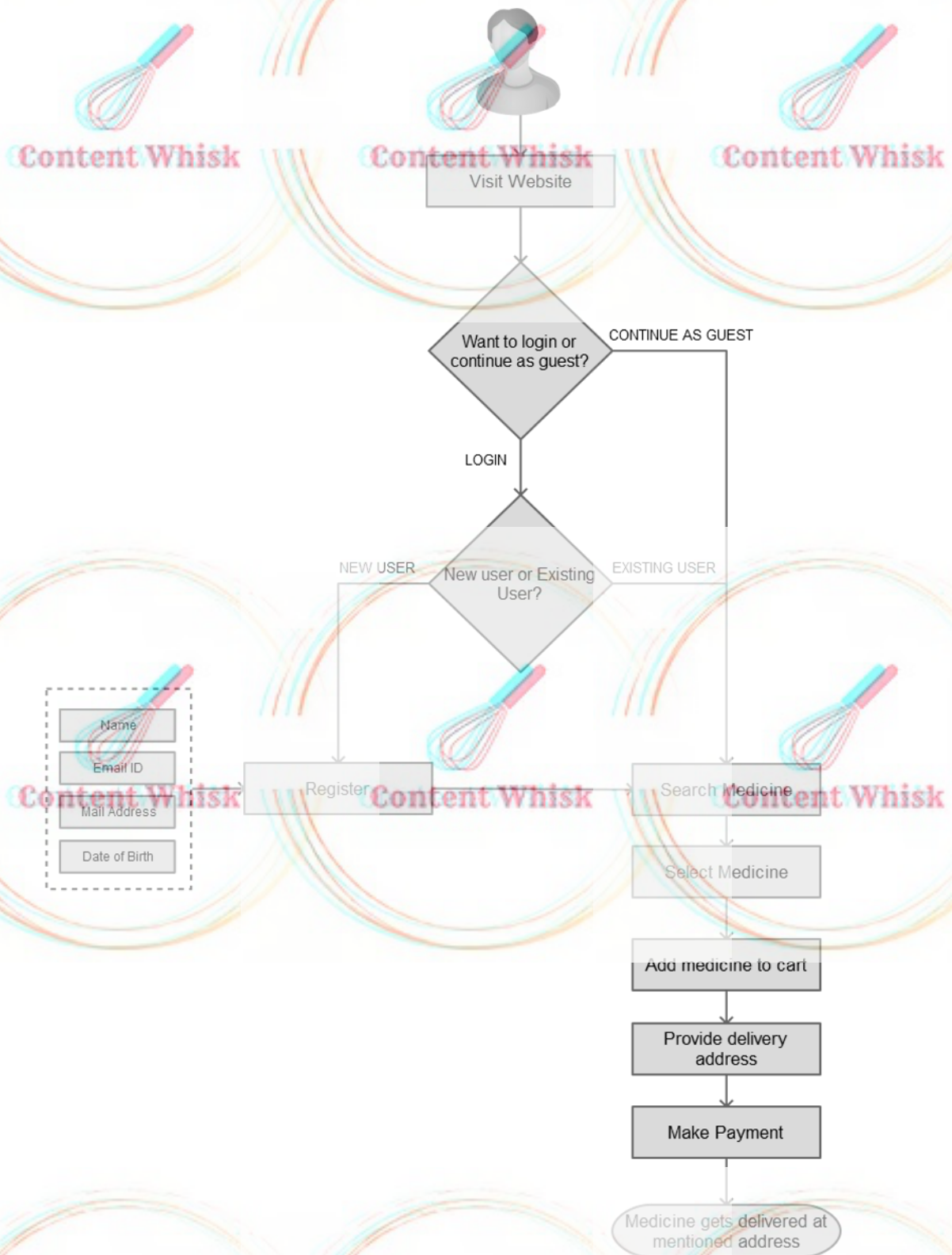
4.9.1 Payment to Pharmaceutical Companies

Pharmaceutical companies and partners will be paid in cash, via bank transfer, or cheques for the products purchased from them.

(please mention any other important information with respect to payments)

5. Web Plan for Business Generation

Online Shopping Module for Customers to Buy Medicines/Supplies/Equipment from RX365 App



5.1 Website Overview

Homepage

Our well-integrated home page provides information on our business and the products/services that we sell online, which are well-categorized and updated. To help the customer find required medicines with a minimum number of clicks is the main focus while designing the homepage. Also, the content is SEO analyzed to make search engines rank us high on SERPs.

Search Feature

Search feature takes the center stage on the homepage. It enables one to search medicines via name, the condition it cures, brand etc. which speeds up discovering the listed medicines on our website/app.

Prescription Upload

RX365 can make use of the doctor's prescription by providing the feature to upload it. Using this, consumers can upload the digital prescription and the dispatch department can manually pack the mentioned medicines in the same quantity as prescribed to the user. Also, cross-verification that the customer is taking only medicines that are valid is also ensured.

Featured Categories

Featured categories act as a quick way for people to find new medicines. Featured categories can house most-selling product categories along with sponsored results. New products can be marketed using this attractive feature.

Latest Offers

This section is added to inform people about the ongoing offers as well as display information about future offers. It also helps in keeping the visitor engaged and motivated to come back to check for future offers.

Product Carousel

Being slightly different from featured categories, product carousel offers those products, which are constantly in demand. This section enables one to select common products with minimum effort. Also, previously ordered items are also featured here to help regular customers who buy monthly medication complete their order faster.

Important Links in Footer

The footer section contains links to web pages giving users information about the company like sitemap, contact us, etc. In addition to this, it can also have important links enabling the user to access their profile, orders, shopping cart, and more. To make users come back to the store, it is important to inform them about the latest offers and for that, an email subscription is also available.

Product Categories

Since we house a large range of products, it becomes necessary to place all of them in their appropriate categories. This not only helps the customer find the right product they need but also helps the store owner with inventory management. Also, auto product recommendations help our business generate more sales by creating customer interest in the product.

Shopping Cart

The shopping cart works like any other e-commerce store that can be viewed after selecting the products. All modifications to the order can be allowed in the last two steps of checkout.

Any cart abandonment is addressed and followed up with the customer to understand why they abandoned the purchase and how their experience can be made better.

FAQ Page

If our store's customer-care team faces a query multiple times, then we include that question in the FAQ section of our website.

5.2 Order Tracking and Delivery

Enabling the user to know the status of an ordered product is an important part of customer satisfaction. To have a sound order tracking system we provide a separate login for the delivery boy and make sure he updates the delivery status as the order progresses towards its destination and is delivered. We also generate an OTP automatically through the server that only the customers will be able to receive on their registered mobile. This OTP has to be shared with the delivery boy to complete the order. This is an extra element of security that we use to prevent theft, misplacement, or other malpractices by our logistics partners and to track our consignment.

Accounts Page

This is the page, which a user sees after logging into our App or website. The user can find information about uploaded prescriptions, reviews, eWallet, notifications, and more.

Features RX365 focuses on are the easy user interface and high-quality medicines. There is a provision for consultation, prescription, and discounts right in the top fold of our mobile application and our website.

Consultation

Consultation section helps people get better solutions to their medical problems through first or second opinions on the treatment and the medication. RX365 implements this by providing a registration/login module to doctors and other registered medical practitioners who are interested in offering online consultation. The consultation amount varies depending on the experience of the medical expert. We link our online pharmacy to the patients of our registered doctors to sell medicines directly to them.

eWallet

The eWallet feature provides an improved level of convenience through quick transactions and adjustments in the customer account after admin validation. Through this feature, the user can get refunds and other points from the store and use them as discounts for future purchases.

Ratings and Reviews

Ratings and reviews feature, make it easier for users to know the authenticity of medicines on the online pharmacy store. After purchasing medicine, people can leave review and rating to help other consumers and make an informed decision. Also, medical practitioners can be reviewed by users to help others. Good reviews will encourage customer investments in the products and services of RX365.

Besides this, customer feedback practices help in improving conversions and enhancing search engine rankings.

Reward Points

Reward points serve as an excellent medium to keep the user coming back to the online pharmacy store to make more purchases. Points can be earned by referring friends to the store or by availing latest offers. The reward points can be availed as a discount on the next order by entering a code at the time of the checkout.

6. SWOT Analysis

Through the SWOT Analysis of RX365, we will be able to position our business to maximize our strength, leverage on the opportunities that will be available to us, mitigate our risks and be well-equipped to confront our threats. We have devised a favorable Business Model that shields us against losses due to competition and achieve our goals.

6.1 Strengths

- The extensive experience of our management team and our partners in the business
- Our well-integrated automation system to place, dispatch, track, and fulfill orders
- Our affiliation with top-notch pharma companies to keep our inventory replete of the best medicines available in the market at all times
- Our competitive pricing and services to customers
- Our large distribution network that caters to remote corners of India
- Our doctor consultation services which will encourage their patients to buy from us and continuously avail our services
- The ease of use of our mobile App that provides extra convenience to customers

6.2 Weakness

- We are new in the market and it will take time to earn customer trust and make them navigate to our products and services from the top players in the market
- Financial constraints to engage in high-capacity marketing and publicity
- Health Regulations of the Pharmaceutical Industry in India and the governmental norms
- Many competitive top players in the market that prevent our market penetration in the first few years of our operations
- The need to convince top companies to join forces with our brand because of our premature market value
- Time taken to handle licensing issues, distribution network, patents, high initial investment, getting approval for setting up plants by regulatory authority, etc.

6.3 Opportunities

- The latest boom in health issues due to lifestyle diseases has created an opportunity for us to cater to customers
- The increasing number of pharmacy brands in the market create more channels of business partnerships
- The internet boom and online shopping facility is depended upon by all age groups including old-age persons
- Insurance policies that support coverage for drugs purchased online also

- New drugs introduced in the market need platforms to sell them by pharma companies. We could help them launch new products through our website/mobile app
- The increasing number of doctor registrations with online medical apps for patient consultations will create the potential for sales
- More affordability of customers and priority given by them for quality medication, services, and healthcare
- Increasing awareness of healthcare/wellness/beauty and their benefits through products and services available online

6.4 Threats

- Change in governmental policies that might become more rigid over time
- Increase in labor cost and medicine costs that could cut down our profit margins as it will affect the customer affordability and lead to alternative investments
- Spike in operational expenses like logistics, transportation, fuel, storage, etc. that will directly impact business turnover
- Functional risks like a malfunction in mobile app/website, server errors, processing of orders etc. that can impact customer orders directly
- New promotions, campaigns, and features introduced by our competitors
- Low-cost substitute medicines and treatments that are of poor quality

7. Government Initiatives

The Government of India has come up with the 'Pharma Vision 2020' program which aims to make India a leader in end-to-end manufacturing of drugs. It has reduced approval time for new facilities to boost investments. It has also put in place mechanisms such as the Drug Price Control Order and the National Pharmaceutical Pricing Authority to address the issue of affordability and availability of medicines.

On 1st February 2015, 100% FDI was allowed through the automatic route for the medical devices segment. The updated FDI policy covers medical instruments, diagnostic tools & products and any technology and products including clinical implants. This initiative is expected to boost the manufacturing of medical devices in the country. It is also expected to drive Mergers & Acquisitions and even collaboration to develop new technologies.

The Department of Pharmaceuticals has assigned 2015 as the 'Year of Active Pharmaceutical Ingredients' in order to emphasize the importance of the sector.

8. Check List/Milestones

- Business Name Availability Check: Completed
- Business Registration: Completed
- The Opening of Corporate Bank Accounts: Completed
- Securing Point of Sales (POS) Machines: Completed
- Opening Mobile Money Accounts: Completed
- Opening Online Payment Platforms: Completed
- Application and Obtaining Tax Payer's ID: Completed
- Application for business license and permit: Completed
- Purchase of Insurance for the Business: Completed

- Leasing of facility and construction of standard warehouse: Completed
- Conducting Feasibility Studies: Completed
- Writing of Business Plan: Completed
- Drafting of Employee's Handbook: Completed
- Drafting of Contract Documents and other relevant Legal Documents: In Progress
- Design of the Company's Logo: Completed
- Printing of Promotional Materials: In Progress
- Recruitment of employees: In Progress
- Creating Official Website for the Company: Completed
- Creating Official Business Mobile Application: In Progress
- Creating Awareness for the business both online and around the community: In Progress
- Health and Safety and Fire Safety Arrangement (License): Secured
- Launching plans: In Progress
- Online Promotions: In Progress
- Establishing a business relationship with Pharmaceutical Companies: In Progress

For RX365 Technologies Private Limited

Seal & Signature:

Name:

Designation:

Date:

Location:

For (Client Company Name)

Seal & Signature:

Name:

Designation:

Date:

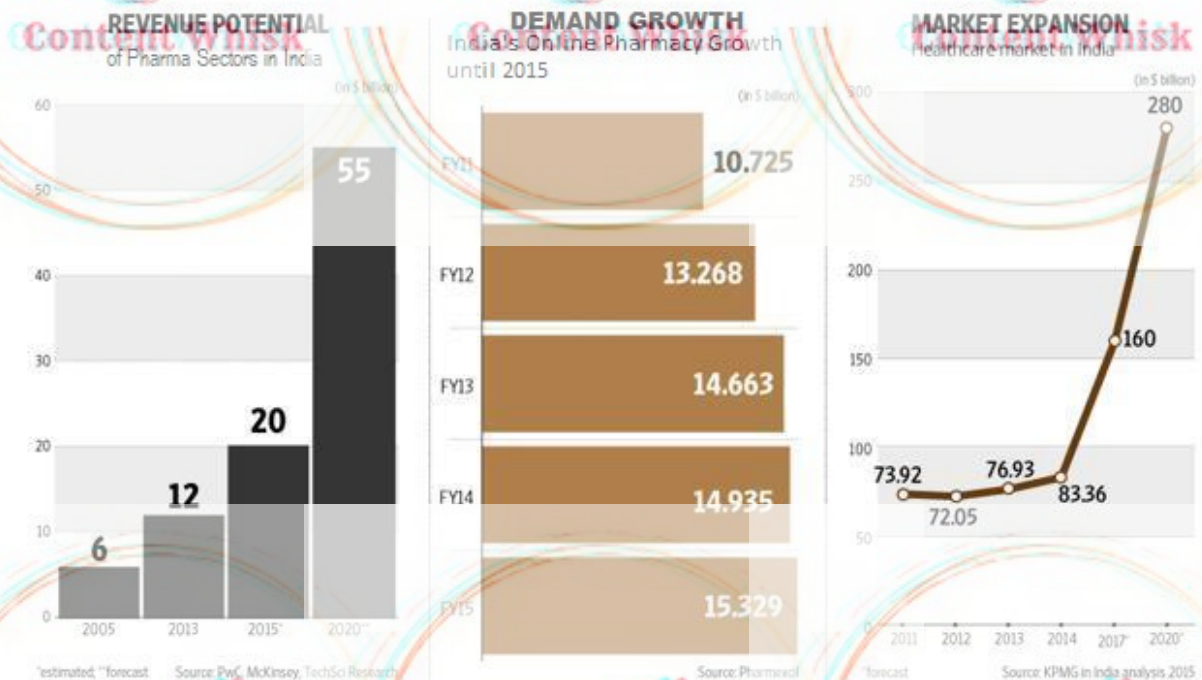
Location:

Please Find Enclosed the following documents attached as Supplementary Information to this Business Proposal Document.

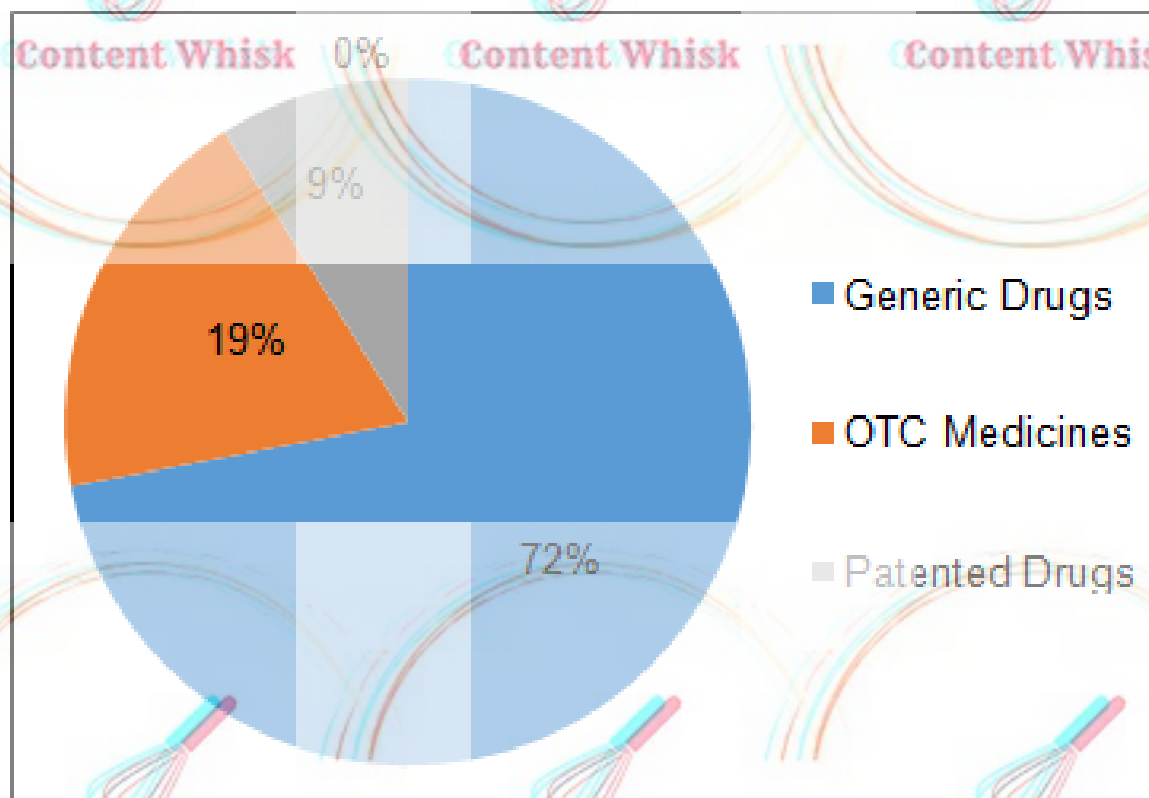
- **Contact Information to key business participants/ business heads (*head office address, direct phone number/ email id, helpline number/ customer care email id*)**
- **Licenses, permits, patents and trademark documentation for your business**
- **List of Products and brand names that we sell from Pharma Companies**
- **Product Packaging Samples (*before delivery to customer, including storage facilities, transportation infrastructure*)**
- **Marketing Sample Documents (any previous brochures/pamphlets/newspaper clippings, TV ads, etc.)**
- **Contracts with inventory management team/logistics team**
- **Building permit and equipment lease documentation**
- **Financial Support Documents showcasing our financial standing**
- **Market Research Material/ Competitor trends**

Some of the trends for the last point that can be added are:

POTENTIAL OF THE ONLINE PHARMACY MARKET



REVENUE SHARE OF PHARMA SUB-SEGMENTS



MARKET SEGMENTS BY VALUE

