CHAPTER 3:
PHARMACEUTICAL RETAILING
3.1 An overview of Pharmaceutical Retailing:

The Pharmaceutical Retail Market throughout India is considerably a very big market already but still has unbelievable scope to grow more. It is assessed that no. of shops would be between 750,000 and 800,000 that handle the revenue of more than Rs. 90,000 crore which comprises medicine sales of around Rs 45,000 crore across the country. The market is developing at over 18 percent per annum. These chemist shops sell everything that a consumer needs from his ‘friendly neighborhood corner store’. Their tag line could correctly be ‘we also sell medicines.’ In India Pharmaceutical retail market is highly fragmented with trade associations approximating 97 percent of the market being monitored by unorganized players. India’s economic, disease and demographic profile is changing and the pharma sector can’t lag behind. It has to shake up and change too so that it can serve the changing needs of the consumer and not just the ‘patient’. Organized pharma retail chain will be controlling a major part of the market and for good reasons.

All over the world global pharma retail chain converts the 'Patient' with the 'health care'. This change includes your pharmacy if you have questions. And he no longer expected to dispense the drugs only for a short recipe that the patient should be much more, to keep the drug the patient profile information, medicine, the medicine and their use and even the disease management options. It was obvious that the increased role of the pharmacist may become, it is only possible if the global pharma industry, and will be professionally organized.

Change the profile of disease the Indians and the Indians with acute diseases greater numbers of life was affected diseases. The World Health Organization (WHO) recognized by India, as one of the most important nations of the is between the coming future most lifestyle. India was the diabetes will be the whole world. Together with the investigation should be attached to the all India Institute of medical sciences and the Max hospital shows that the high blood pressure, obesity, and more and more alarming rate of heart diseases, in particular the young, urban population. Of course, in such circumstances, the consumers' needs better than the pharmacy. Preventive health care will be the Buzz word in coming years and will be a Nutraceutical will play a greater role than it is to-day. The consumption in the
medical products and wellness products are relatively low compared to that, we see that in many other countries and a significant increase is mainly in urban areas.

The most important income of the advanced countries now treated pharmacy pharmacies from commercial requirements and practice, as well as in India. In addition, improved access to low-cost health insurance, with Indians spent more than the better opportunities, and demanding, but the oblique distribution, and most of the time this store in the country, as the handful of the State of Maharashtra, Karnataka, Andhra Pradesh and Gujarat

The pharmacopoeia of organized retail retail has undergone significant change. These chains stronger consumer experience the romance, the cleanliness, and the air conditioning and training of personnel. In addition, the loyalty programs to store the user will receive a point, if the purchase can also be redeemed for the store. The loyalty card helps the clients to the attractive discounts to hospitals and diagnostic centers. The following decade, pharmacy chains continues to grow in our country and establish its presence in town all the nation.

Counterfeit medicines is now open secret is in the global pharma industry. The survey the 30 percent value. This is a huge burden on the interference the recovery, and apprise hopes of medicinal products is also go out several times. Not yet, we know that all the neighborhood pharmacy deceive ourselves is not willing to sell counterfeit pharmaceuticals. Organized the pharmaceutical, it is found that they are not able to sell the invoice, and the medical field do not give the invoice items sold, and not only at the the something else. At first, the customers, the concept, but hesitatingly later welcomed the idea. The store is well organized for elderly recipe reminder services that offer discounts to consumers and too many other unique ways of the package store.

Now, for a retail Product image makeover. This is the new pharmacy shops boast excellent retail store. But cosmetic. What is it that better quality, comfort, and a promise. India thus has worn out the customers and a false, expired or poorly stored drugs now offered by one of the other options. The medicinal products and the retail trade sector consolidation investing, the many organized player's long-term. The
Indian medical retail stores sales channel, which the first is very important factor that the clients needs and to the pharmaceutical and related products on the move. 
This is driven by the market is characterized by changes in the capital and low entry barriers. It is an extremely efficient market is the high margin (20 % ), but it isn't the reports just share of the fragmented organized anything player, the 1% and 3 % of the total. Some changes have happened, because the medicinal products the store (at a temperature that efficiency), governmental control and well-educated customer questions and asked and demanding answers.

One of the motivating factors of promising the pharmacy retail market growing pharmaceutical market find. OTC sector expenditure increasing health, disease, to profile and the consumers' behavior on the disease disease and lucrative profit and develop the possible reasons to boost the industry. The most important task is also the pharmaceutical industry was studied during the course of the tests and have been found, the market segment that the primary reason for organized and unorganized a very uneven. Due to many other reasons should be taken into account, inter alia, of the extended distribution and the supply chain includes the many middlemen the pharmaceutical company and even the fake drugs.

**3.2 Key Growth Drivers:**

Key Growth drivers for Retail Pharmaceutical Chain stores in India are as mentioned below:

### 3.2.1 Overall growth in the Indian pharmaceutical sector

- The Indian pharmaceutical market has been "flexible" and the "high yield" appeared in India one of the best defensive player in the most recent American subprime.
- It increases the rate of domestic pharmaceutical industry.
- Indian pharmaceutical market value of the quantity 4 and the value is 13. This is expected to multiply by the middle of the decade the exhaust manifold, with the highest clock rate of 12.8 % CAGR, the Indian pharmaceutical market, the best.
**Figure. 3.1** The pharmacy market global market assessment

![Global market valuations of Pharmacy Markets](chart)

**Source:** IMS world review

**Government stimulus.**
• The Government of India is very optimistic growth in the domestic pharmaceutical industry.
• This image shows the 18% CAGR through 2015, the next decade.
• The government recently announced the company will endeavor to USD 5 billion to fund inculcate sg the multinational pharma sector industry operators.
• This is the option in the retail sector, FDI in India

**Figure 3.2**: governmental initiatives

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The country has increased GDP contribution.

• The pharmaceutical industry is currently is involved in the Indian GDP by approximately 2-3% of the increase in health expenditure has increased, the Indian medical tourism, was clubbed the larger investments, woman in the total contribution of this sector according to the estimates of the country's GDP for 8% of the total 2015

### 3.2.2 An increase in the population.
• India's present population reaches 1.16 billion euros. India's population Demographers, it is assumed that by the Chinese population of 2030. The population increase will be greater the pharmacy sector investment and development in India, which, however, the growth will be the retail pharmaceutical imply organized, more specifically, the channel.
3.2.3 The disposable income.

- Over two decades, the average consumer to 8% of health expenditure, ma, was 20 percent. The customer is aware of a different services is also the global pharma market, better services and demanding. India, which is currently evolving economic experience is a high per-capita income growth in available. The disposable income increase in the population increase in the educated, which adds to the Indian consumer's awareness and wellness products.

3.2.4 Changing diseases profile:

- The economic growth, India is that we are witnessing the transition from a the disease profile.

- In India, who has the most cases, are not suffering from similar lifestyle diabetes, obesity, cardio vascular disorders & the near future.
3.2.5 **OVER-THE-COUNTER (OTC) segment growth.**

- OTC products are those which do not require a medical prescription product purchased in a store. The growing awareness among consumers, as well as the educated people has led to the growth of the OTC products. The numbers continue to be subject to the uptrend.

3.2.6 **THE consumer behavior.**

- Health and wellness, with increased awareness rising price and toward a willingness to spend more on R & D is controlled by our fitness in the New Age Indian consumers. This change is spells huge opportunities for the increasing consumer Wellness. If this attitude, and the pharmaceutical sector
for the overseas trend the 'Patient' in the 'heath', India too must be on earth from time to time.

3.2.7 An attractive:

- The essential medicines in India. In spite of the fact that the more stringent controls 25-30% by high profit margin is the retail pharmaceutical segment.

3.2.8 Governmental regulations:

- Currently the government does not allow for the retail segment, FDI in India. However, there is a 100% of the pharmaceutical sector, FDI. Opening the sector to foreign investment will certainly enhance the growth prospects.

3.2.9, Retail business in Medicinal Product support structure.

Use the ERP system

- Many retail ERP-traders separately established retail pharmaceutical systems, different functions that can be used to help the renaissance say storage and distribution, front office, back office systems, retail store, and the market. This supports the assimilated supply chain can be very useful - the retailer, which help the stocks, receiving goods, thus avoiding the stocks and the possibility of termination of the organization, as well as to reduce costs, and in addition, serve more customers.

The CRM activity

- The CRM activity is very important in today's competition. Such a situation, the consumer is designed for best will survive and the other lagging behind in this difficult position. The growth of loyalty programs, e-mail and access to the Internet to sell to retailers for the actual using consumer data, this data shall be so that the customers are the maximum possible extent and to the best that the connection is still a long period of time. The data warehousing and mining technologies recommends that necessary for the understanding of retailers consumer data devices, and the business in it. This, along with the customer relationship management software is the many available's, which enables the traders to consumers in the purchase behavior, that the greater extent and the intermediary provides personalized service to the customer need to per and raise individual consumers and the business efficiencies.

Advanced planning and scheduling systems
• **Advanced planning and scheduling systems**: this system can be very useful to an organization, in which the raw material, as well as retail sales and inventory shall be taken into account. APS is the mechanism of the entire supply chain, that is, the raw material supplier to retail shelf, and finally, the retail sales also help. These access points for packages already existing ERP packages. They allow different activities, such as the long-term budget, weekly or monthly factory scheduling, monthly distribution of forecasting and the daily use of a single full timetable.

3.3 **Benefits organized pharmaceutical sector/ pharmacy chains**

1. **Economy**: the great players in general pharmaceutical raw material purchase wholesale retail segment, in a large quantity, the packaging the great items, processing, packaging and transport, the products of other companies. During the entire process the raw material handling and processing, retail, etc., all of the activities are carried out, and so at last they also finished drugs which the lowest price and the brand very very well the market is also increases the price and is very good.

2. **When driving technology**: technology is very important and plays a decisive role in today's difficult and demanding market. Players use the high current and the latest technology and production of medicinal products programd machinery, inventory management, supply chain management, modern demonstration devices, the free samples that the doctors and the hospitals, etc. throughout the procedure technology is applied to raw material procurement and production and while it finally reaches the customer and the technology improves the cycle to the greater extent.

3. **Together with its own competing brand retail pharmaceutical brands**: the organized sector, it is important to keep at it and maintain the client, the client. That is, if the customer is not able to make that which is likely to be, it was requested by her that he did not leave the shop, and you may not to read it again and thought, that the brand name is not available, so that it becomes necessary to the available in the competing brands, and the store. This, however, can help the own firm or with a few general brands brands competing brand even more profits in the push strategy for the doctors and the hospitals to support free samples free treatment, for patients.

4. **News around the patients and consumers to** the store: the increasing sales of
certain level which's forecasted and the client and the loyalty to the store. They are the discount price for the customer discounts, free medical, etc., the use of existing resources and optimum use of the technique, they are the profit margin paybacks for patients and users that the discounts and other offers.

5. **The** amount of market share and profit: if all the above advantages the above points, it may be said, that drug retail chains market share, and the higher profit.

6. **CRM activity activities**: majorly organized the distinguishes the unorganized retail store. The various studies and personal experience in the organized retail pharmacy, many in the customer relationship management activities, which the customers benefit, this will also help to secure the retailers, as well as new customers. This activity is missing from the unorganized retail store that is, the traditional medical stores.

### 3.4 Disadvantages of Unorganized Retail Stores.

1. **The** organized retail chain economies: as for the small shops cannot purchase in bulk of medical products and purchase a small amount of drug suppliers and retail trade. Thus, the cost to purchase higher than the level of the well-organized retail chain stores, and so can the discount to the customer, if they are the profit margin is.

2. This small geographical area, the small medical retail stores specific surface, where it is not to satisfy the limited for patients in an environment that is specific. This little store, only the results of a small geographical area is the lower of sales turnover less profit.

3. **They do not have their own transport services: these are the** small stores, which normally is running, if the health human resources or sometimes even less, the family firm and thus cannot afford to new services, such as the free home. Organized by the service retails stores, so that the organized supporter this point.

4. **Small closed medical stores**: the pharmaceutical retail outlets organized the pharmaceutical industry has created the business pressure due to the small shops and medical on this is the shops even the huge suffering.

5. **Due to huge losses of unused medicines expiry time**: as with the new molecules aggrievedly are introduced that the market very often, and the doctors is always ready to try the new molecules, and thus affect the patients the old medicines.
As a result, the has expired, and the drug is not used is borne by the losing, according to which the retailer the money blocked this huge long time.

6. **The discount: these are the** small medical store in the medicinal products purchased in quantities of less than the whole-sellers and the reasons it is not allowed access to the discount-store customers like the well-organized and a good large centralised purchasing.

3.5 Important Activities involved in Retailing are as mentioned below:

1. **Selecting the location of store:** Three characteristics are very important while selecting retail locations
   a. Attractiveness
   b. Proximity
   c. Convenience

2. **Sourcing / Ordering / Buying / Vendor Partnership / Supply Chain Management / Distribution Network**

3. **Efficiency in managing retail operations**
   a. Optimum Utilisation of Space
   b. Employee Efficiency & Effectiveness
   c. Margin Turnover position
   d. Proper ROI
   e. Average size of dealings as per the requirement

The developing trend that pragmatic right pharmacy retail services, features, such as reward systems, the false search for medicinal products, value added services, telephone consultation service, organized retail pharmacy chains a player, the amount of the contribution of public State pharmacy in retail, labels, and extension of the pharmacy business is the private entrance rural belts and obtainability of health insurance stocks the pharmacy. The technological movement will be the retail chains the days more and more customers to the value-added services, and loyalty. Also for the technological development of customer relationship management (CRM), supply chain management (SCM) and the enterprise resource planning (ERP).
Retail market - The drugs (6 billion) India taking significant modifications, so that the large corporate hospitals, drug producer likes majors better setting up pharmacy and retail chains throughout the country. In India in the domestic market, the 6 billion dollar assets of the midstream, the change in the traditional market is changing the new set-up and a very acceptable form. In the traditional medicine shops, now being replaced by a stunning, large-format pharmacy chains giant carried out by a very large corporate players, so customers a great medicinal products, body care, temporary products products - products that a condienvironment good.

The pharmaceutical sector and the entire pharmacy The players organized outgoing business has changed, even in today's case is very fragmented. In accordance with the advisers organretail Technopak market share, it is just three to four percent of all 8,00,000 stores all over the territory of the country. To assume that the player is very quickly growing organized will rise is expected to be about the organized sector 10% of the next few years. This is a very fast pace, and the organized the project pharmacy the growth rate of at least seven stores every month. This sector includes the rapid growth, the sector is attracting many new operators are also huge industrial corporate groups, retailers, and even independent contractors. In this sector with the new players not only to those who the pharmaceutical and health background, but in the other sector enterprise housing be interested the humming. Inter alia, to the big corporate house in the new couple Mukesh Ambani-LED reliance group, Aditya Birla Institute of Technology and Science Group, and besides, Dabur, etc., the other corporates, it is very likely that you enter the fields of health and the retail store. Not only can the new players would also be add-on but even on the already existing players is extremely well-prepared to the operations, that the whole country. Industry sources also should evaluate the industry, that a huge investnear approximately $150 million the next few years. This excludes investment with high value 'neque fortis HealthWorld (more than $200 million) and retail (almost 630 million dollars)

This wide-ranging curiosity the sector corporates to good profit margin in this sector, and the fast and balanced growth in this sector. In accordance with the data of Technopak advisors - the whole the country retail pharmacy growing about 15 percent, which is waiting for the organized retail pharmacy aroung the anywhere 35 and 40 percent). The huge margin - about 25, or 35 percent, despite being "that really makes the useful, and very attractive."
And then the leading player's well-organized some global pharma the retail market hospitals Apollo output group with the name "the Ranbaxy Promoter Group the original retail outlet. Apollo pharmacy name is the " 'neque fortis health world", evenb international drug called retail chain that have used "medicine", "guardian" is an independent retail pharmacy retailers like guardian life life health Pvt. Ltd., the store named "LifeKen" and the global Healthline store called it the "98.4 degrees), and, besides, the shops are called a "sacred tulsi plant", called the retail leaving it to global pharma" and the "reliance, Manipal group retail store called the "Care & cure", Zydus Cadila will keep in the "Dial health", named Sagar shops of drugs and medicines, health", "planet named Rosch drugs with the output to the "frank Rosch pharmacy", the output Optival health solutions named "MedPlus".

According to the data of the industrial experts it is estimated that nearly $120 million spent on the retail sector already pharmacy. Apollo pharmacy, which, inter alia, the top driver in this sector, and the Apollo hospitals group, of which the concept of close to 300 pharmacy throughout India, 17 24 * 7. One of the oldest pharmacy in Apollo, began the first pharmacy store in 1983 in Chennai.

His brother Shivinder Singh, the main organizer and director of the company, which a Ranbaxy Promoter Group India's largest pharmaceutical company, and the executive director shall be the 'neque fortis, who was a hospital, to many, he says, that the world's health 'neque fortis, kicked off from the past year, and again he says that the pharmacy retail outlet is very logical extension is the health company quickly increased.

Ashish Pandit, chief executive officer 'neque fortis health world that he would not have plans to open approximately 1,000 retail chain stores, which by all India candidates close to 2014 more than $200 million had been spent. USA coffee Shoppe used medical International, which is the largest franchised independent community pharmacies in America, open to Indian medicine used named coffee Shoppe" in the " master franchisees, in India. Medicine used coffee Shoppe started its business in the February 1999 India the plan and a very positive 1,000 open the year 2010.

Viraj India Gandhi that have used the medicine, the President and CEO, it says, 'not only to the Tier I cities, what is the fast growing Tier II focusing on city of Pune, Nashik as Baroda, Lucknow and Varanasi and Mysore, the coming years. For the North Indian pharmacy guardian, which is currently the independent pharmacy retailer close to 100 business, owned by 90 and the rest is the franchise. This is the number, it is unlikely that the nearly 400 outlets by March 2014.
Ashutosh Garg, the President and the executive director shall be the guardian life care, says that the company spent $16 million today and what is in store in the still is not planning to further 50 million dollars to the year 2010 the increase occurred. Guardian 200 percent turnover assumes that each year nearly 100 million $20 million dollars the next few years.

Apart from this the other pharmacy retail chains are also significant upgrades. The Delhi-based pharmacy retail name of the shop, the inaugural 98.4 degrees, almost 300. LifeKen also plans to apply the larger shops, and the 700. MED plus the private fiRM Labs has devoted nearly $5.8 million and is planning to the existing 800 retail outlets.

Many of the new entrant operators in this sector, Birla Institute of Technology and Science of prediction Aditya group 's reliance on care pharmacy willing to the supermarkets, retail stores dedicated pharmacy growing competition. There is no doubt as to the sector the congestion the coming years. Mr. Subramanian says, 'there's a huge space many definitely organized sector the more players, but the only thing is that the players put on cost structure right". This will certainly help them persist after navigation has occurred the wave that association, which is likely to be the future in the industry.
In addition, many significant foreign player's excitement is also the political changes have been made to the Indian market. Currently, the 100% foreign direct investment, only a branded shops all over the country. The consultants, Technopak the pharmacy retail chain store the more branded category”.

UNITED KINGDOM 27.5 billion dollar-based global pharma (Alliance boots), which, in health and beauty retail more, that you think that it is considering that the Indian retail market. And, in the local pharmacists themselves to adapt to the training of different survival also looks at the immediate future. For example, the independent retailers pharmacy (Gujarat Ahmedabad) united one hand in the pharmacy retail chain pharmacy and health care of a dozen stores in Ahmedabad. Existing pharmacies is not binding - the local retailers to make sure that the wider dissemination new geogra throughout. Apollo has joined the Indian with the hands-free function, there are many pharmacy opened, the Indian-petrol pump.

Retail sales, developing trend throughout India and Gujarat is not lagging behind is also paying attention to the surprising growth can be achieved in this segment. Many institution, who are involved in the manufacturer's retail wholesale and retail is not, but the maximum by retail dealers. The reason: In particular the wholesale retail sales. It was established that the retail sector in India 2 developed after the largest
employer in agricultural employment. Indian retail sector is currently strong and there are many reasons why this sector to the backup the current situation.

The setting in the matchless benevolence India. Is a widely used -in-class of the unorganized, almost 12 million retail outlets in various sizes and are supplied in the form. Almost 95 % of the retail stores are less than 500 square meter size, the ft retail area per capita in India about 2 m2) of the American figure, about 16 square meters This figure shows that, in the American stores - clearly almost 8 times greater than the Indian store, and the general public in India less than very. If compared with the rest of the country India's per-capita retail area of the great bottommost cellar throughout the world.

Not only can the number of outlets, India the main number of outlets in other countries in the world more than 1000 man shops 9. Self-managing and most of the unorganized contribute to nearly 95 % of the total, in such a way that the total retail sales. The increase is due to the retail sector in the growing number nuclear family, higher operating pressure, and the physical activity and the working women, due to all of this convenience, it is for reasons of Indian consumers.

Although the numbers encouraging, the key question is whether the industry's supply chain management. It is very fragmented supply chain in India more than 550,000 retail pharmacies in the country. In the report the bio plan, although the increased by 4 fold distributors the past three decades, the increased volume in the Regulations is not proportionately distributed. Therefore, it is obvious that, although the increase is the distributors and retail pharmacies, marketing is not really effective.

### 3.6 Pharmaceutical practice in the various formats India:

The pharmacists do they think that, in their different fields and their functions and duties of the different areas, such as retail stores, clinics and hospitals, nursing homes, drug and pharmaceutical industry, and even in the regulatory bodies. Pharmacists also practice a number of other areas and is not limited to, as hematology or oncology, critical care, ambulatory care, drug information center, nutrition, infectious diseases, pediatrics, etc.

#### 3.6.1 Community pharmacy

The pharmacy is the place where we can find a number of activities pharmacists is involved in many similar pharmacist and he explained the operation and the drugs.
The pharmacy is a place where the profession is contrary to the health professionals, pharmacists, who are also retailers.

In general the community pharmacies is a retail store front are a given drug in stock and the for the users. Community legislation in the pharmacy The pharmacy The per; the requirements for storage, etc., the relevant legislation. Community pharmacies usually think that the pharmacists would be the area/pharmacy knowledge area. The Community pharmacy we can see that the growing trend in the professional pharmacy technician supporting the purposive main communication with your pharmacist spends more time with the patients and helping them to the problem and advice.

It is available in a pharmacy open all the non-binding nature of the pharmacy is already a regular intervals only each time when it is open. In many places the your pharmacist, the registered owner of a public pharmacy. This later withdrawn a number of countries is a prerequisite for a required by the law, that this is also a retailer many supermarkets and mass of the also forced him to a separate store pharmacy.

Also, pharmacies is much like many grocery store the design and structure. These are the stores with over-the-counter (OTC) drugs and prescription pharmaceuticals, more of the other many sales of other products, household objects, such as cosmetics, stationery, & toffee, shampoo, dressing

3.6.2 Hospital pharmacy

The hospitals community pharmacies do not differ significantly. Hospital pharmacies pharmacists is not more complicated than for diagnosing the community clinical pharmacy medication treatment. Community pharmacies pharmacists in general the more complex business problems in connection with the client, such as the hospital pharmacies.

Also due to the drug's Labeling Your special marks special medicated treatment, forms of the drug, the drug drug interactions cause for concern for the patient and in compliance with the patient in the hospital or at home. This is a very important and relevant to the patient's well-educated and experienced pharmacist and in addition, he learns more when / he was of the pharmacists in the place. This is a very good, many pharmacists who work in hospitals more than education and training in pharmacy school. This well-trained and educated pharmacists generally is called a clinical pharmacists and in addition, all of the subjects of the pharmacy.

For example, we can see that the different disciplines are available in the learned and experienced health professional/advanced areas where they can be relatively
interested, for example the hematology and oncology, HIV or AIDS, infectious diseases, critical care, emergency medicine, the toxicology department, the nuclear pharmacy care, pain management, psychiatry department, take anticoagulation medications clinics, herbal medicine, pediatrics, neurology and epilepsy treatment, pharmacists and more. Hospital pharmacies in general, the hospital, and it is also very attractive and a good place where easily accessible. A hospital pharmacies usually stock the drug so that the customers can easily find out all about it one place and these products may not be here and there in roman medicine. These stocks are more of the specific medicinal products, the Community. Most of the drug from the hospital the unit-dose, or a dose.

Hospital pharmacists, as well as trained pharmacy professionals prepare for the sterilized products also includes full potential patients the hospital food and nutrition and a number of other medications are given in an intravenous administration. This is a very complex process, of which many only the training of personnel, quality assurance and correct equipment carry out the process. A lot of other hospital pharmacies has unanimously decided that subcontracting high risk and some other number of periods to other firms, ensuring local.

3.6.3 Clinical pharmacy

Hospital pharmacists are involved in the health care service, which is a straight line in the augments his strength drug use and health, wellness and disease prevention in society. Clinical pharmacology is the health and scientific discipline, if the pharmacists role in the patient care which optimizes the therapy, as well as health and diseases and prevent. Hospital pharmacists are also responsible for all the patients health settings, but here specifically to the movement in clinical pharmacy care hospital initially began and clinics. Hospital training of pharmacists, and in such a way that they are often the team and other health professionals within the hospital. Hospital pharmacists now is considered to be a one-day form an essential part of the interdisciplinary approach to patients and to society well-being. The clinical pharmacists are an integral part of their system of the coordinative manner in very the medical doctors, nurses and other health care professionals various medical and surgical clinical pharmacists. The primary and reliable source of safety, appropriate and cost-effective. Now in a day hospital pharmacists also make it available to the public with the past when only the hospitals, clinics and educational institutions.
3.6.4 In pharmacy compounding

During the preparation of the compounding drugs composition of different formulation has decided, the Food and Drug Administration and the preparation is not available. Is the practice of developing drugs for patients, the new and the different forms of. Do not differ from the pharmacy during training the skills and capabilities. This means that a given pharmacists who prepare the expertise that a compound is not much similar capabilities of the other material. For example, it is not the pharmacists in the preparation of sterile products, if the patient needs him sterile compounds and then to contact the pharmacy pharmacists in preparation of sterile products. As the pharmacists draw the new and the patients more compliable various forms to the patients. For example, if the manufacturer has only the drug in tablet form as it is difficult for the patient, it would provide your pharmacist formulate, and in such a way that form the preparation containing the medicated lollipop. In order to ensure that the patient becomes more convenient medicated lollipop, instead of the tablets. Always ensuring the compounding pharmacies that composition, there are many pharmacies would not have brought their a drug formulation and the patients are able to obtain further the community pharmacies.

3.6.5 Consultant pharmacy

Consultant pharmacy practice in a way different a little bit in particular, the medicinal treatment system overview (i.e., cognitive services) instead of the actual issue of a drug. More expert pharmacists are often nursing homes, but now, they have started the other institutions and non-institutional settings.

If you examine the traditional methods for the consultant pharmacists are usually independent business owners, though many were already the pharmacies many large companies. This development is currently the days gradually changing direction, many successful pharmacists started directly on to the patients, the elderly, large number of patients these medicinal products but they continue to live away from institutional settings. In addition, many Community pharmacies today provider services to pharmacists began in many other advice new selection of options includes the sub-acute and assisted living facilities, hospitals and the home and community-based Care seniors centers, where they live. This way you can use the
Community common your pharmacist promises that to improve the quality and care must be taken that the old people guided by them in the appropriate way, the medication will help them to what the quality life is.

3.6.6 Internet pharmacy

Since 2000, we see that this vast number of Internet pharmacies have been formed worldwide. The many, many such pharmacies is very similar to that of the community pharmacies in operation, we see that a lot of the people is really not the bricks and mortar type are for Community pharmacies to consumers in the on-line, and the walk to door. The most important change in the pharmacy the method by which the drug is also requested and obtained.

This was not a great I hear that a part of the customer considers that it is in the type in practice it is more appropriate, and useful than itself, the traditional way to the diner a community chances are good that the other client was something that might overhear him the drugs. The online pharmacies is very strongly suggested that large number of sick by doctors when the home. The Internet pharmacies prescription drugs only and only if the patients do not have a valid prescription, where some internet pharmacies in practice the sales prescriptive drugs without requiring. Because it is always ready to practice a number of pharmacies, to drugs in order to that the "anxiety" visiting a doctor and request a purchase prescription drugs the doctors to prescribe very glad to have it.

However, this variety has been convicted for potentially dangerous practice, because the serious side effects if the appropriate care and guidance. In particular, that of patients who really did, I feel, that only doctors can reliably assess contraindications, explain the risk/benefit ratio, and the applicability of the individual's general the medication, the patients without a doctor's visit, to fail and take medication is not directly in the on-line store. Certain events have been reported of marketing products lower the on-line pharmacies. Don't you worry about a very special the internet pharmacies, it is very easy-to- people, especially young people, in order to obtain a controlled substance by the online pharmacy without prescription a doctor or medical personnel, recognized university hospital, if a doctor is not missing too many incidences that produces a prescription, brokered internet server, the controlled substance to a "patient" or it is never, i pharmacies. THE online your own home in practice as a physician to the patient what he asked to what it is, that he that you really need is or is not, and it provides the same, so that the dispatch online pharmacy may be provided by the medicine.
3.6.7 Nuclear pharmacy

This type is primarily the radioactive substances in pharmacy for the treatment and diagnostic tests and certain diseases. Nuclear pharmacists provide additional training specific to unequal treatment and radioactive substances of hospital pharmacies and pharmacists in general community pharmacies, not directly to the patients they intermingle. If you take a look at the work conditions for nuclear pharmacists and pharmacy hospital and, it is found that the calmer against your pharmacist nuclear environment. Your pharmacist is not nuclear interaction with the patients they are strictly regulated environment where the patient is not possible.

3.6.8 ON military pharmacy

This was a completely different operating environment due to achieve the most professional, the fact that this illegal duties to the civilian sector. Military pharmacy is completely different from the Community and the hospital pharmacy. The military and the pharmacists in practice in the health challenge more difficult task, and as the Community and hospital pharmacists. Often times, that work together with a number of international humanitarian organization the security situation. Military pharmacists, health professionals, and the search and the best care must be taken that the patients and the many, many, or address the problem in the country.

3.7 Overview Gujarat pharmaceutical industry:

Brief summary of the Gujarat the pharmaceutical industry development.

One of the oldest pharmaceutical company in India, mixed within its alembic chemical works Co. Ltd. Vadodara, created in the year 1907, only the first six first the Indian western beng false domestic pharmaceutical, chemical and pharmaceutical created works in Calcutta. Sarabhai chemicals mixed within its alembic soon starts the chemical works Co. Ltd.

The industry's recognized the academy is also very strong. In 1940 the pharmaceutical university, LM supported the drugs laboratory established Vadodara. IN 1989, the B.V. pies new pharmaceutical education and research development (PERD) center in Ahmedabad, the B V-pies education, Ahmedabad and branch the Indian Gujarat pharmaceutical Association (IPA).

The last few years, the ratio of capital devoted even glanced at the workforce development, which has contributed to the development nearly doubled during the 1979-80 and 1997-98. Since a number of years, the industry's strong links with several related sectors have been established and machinery sectors, chemicals,
pharma information technology, etc.
Then almost 3,500 Gujarat drug manufacturing units. Yet the state a number of pharmaceutical companies such as Sun global pharma global pharma torrent, Claris, Zydus Cadila mixed within its alembic, Dishman and INTAS pharmaceuticals, which locally, and a very good one of the largest pharmaceutical markets.

Gujarat's contribution to the growth the Indian pharmaceutical companies are very important, in the past few years. A great contribution The state approximately 42 percent share of Indian pharmaceutical sales and 22 percent of exports. There is a great employment opportunity Gujarat and it employed nearly 52,000, this is the pharmaceutical sector showed an 54 percent CAGR in printed reserves the past three years.Gujarat India figure 3.6 S rabbit the pharmaceutical traffic

![Share of Gujarat](image)

**Source:** *Indian Gujarat global pharma industry, KPMG*

**A multinational Gujarat pharma industry:**

It is very important statistical data and that of the Indian pharmaceutical companies give me

**Figure. 3.7** Size - Gujarat-growth global pharma sales India against
In 2005 US$4.4 billion treasured -06, an increase in Gujarat-pharmaceutical industry is remarkable close to a CAGR between 2002-03 and 2005, 88 percent 06, but for a 18 percent increase in Indian pharmaceutical industry growth, shall be the same corresponding period.

**Figure. 3.8** Size - increase the pharmacopoeia commission export against Gujarat India
Source: FDCA, the CRISIL report

Not only the domestic market, but even the sector export, Gujarat-pharmaceutical sector performance was fabulous. Exports, 1.1 billion USD, 2005-06, would have been a remarkable CAGR between 2002-03 close to 78 % and 2005 06, by contrast, the export growth of the Indian pharmaceutical companies recorded a 28 percent increase, the appropriate period.
3.8 Indian pharmaceutical distribution system: the most recent status

In India it is very very different geographical country in extreme temperature conditions, distribution is an important. The extended channel distribution network and a very high frequency of occurrence of brand replacement make it compulsory for the company to hold all the kit available on all levels and in all weather. Almost all of the brand in India is the drug generic varieties available and the retailers higher profit margin is usually the definition of generics brands for branded products. In order to reduce the risks of the concept of generics, his remarkable company must make sure that the products shall also be made available to the greater the stockiest and retail outlets selling.

The drug distribution India has undergone a great paradigm shift. Previously before 1990, the pharmaceutical companies in general, the distribution system, in which the own depots, warehouses, has already been replaced the clearing and forwarding agents and this system is very efficient and effective sales network. The newly formed organization's main responsible for maintaining the company's products and all the products the stockiest requirement. Each of the companies in India also CFAs each a
1 to 3. This will be the average, for each undertaking work CFAs 25-35 total. Just as the herd can CFA only three companies, the stockiest (distributor) at the same time (usually more than one company handling the city 5-20 area), and even 30-50. The stockiest, receives the credit from the 30-45 days, and pays directly to the product name to the pharmaceutical company. The CFAs get the aid in the event of one or two times each year, the company, and the products of total traffic.

Figure 3.10 illustrates the pharmaceutical product, which allows you to have already been manufactured in the company-owned central warehouse, which the CFA or super stockiest for further dissemination. The CFA on the goods or the stockiest, al-stockiest or hospitals the order. On to the retail pharmacy shall obtain the stockiest or al-stockiest and, finally, it reaches the consumers (patients) retail pharmacy or in a hospital. Some manufacturers of drugs directly in the level of super stockiest or al-CFA rather than performing stockiest.
Since 2002, the logistics / sales industry is more and more, the annual average growth rate is 4%. In 2006, the market size, and the Indian pharmaceutical logistics distribution was approximately 200 million dollars. In 1978, when the data was compiled in the investigation showed that it is roughly 10,000 1,25,000 retail distributors and pharmacies in India in the Indian retail druggists and chemists Data Association (IRDCA). It is now a little has changed, the scenario and the full stockiest in India, which is some 65,000 retail pharmacies and increased the maximum extent of the 5,50,000, which shows that approximately six and four-wheel drive.
Current pharmacy retail chains is very well-organized supply chain and logistics systems implementation. In today's scenario is usually supplied by the manufacturer immediately available and then the temperature-controlled, warehouses, and the patient himself looking pharmacies the refrigerators with proper care. The very large-scale processes, the pharmacy retail chains no days they are able to communicate with each other for better access to the large firms of medicinal products, and the end of a session of the paybacks to consumers in the maintenance and the future with the customer's business.

Atul Ahuja, vice-president Apollo pharmacy it says, 'What is the monitoring retail hub and spoke model is extremely useful, where the shops a mother the right distribution center. This, in turn, allows the sales network is not centralized and are to be the false medicinal products the system". more " He also said that the goods to the logistics center and company-owned store temperature-controlled. It is a very important part of the other organized global pharma product manufacturing, and product management of the time the entire supply chain. The operating process is very advanced, pharmacy obtain all the information, Apollo the counter sale of products, the better the item number, and expiration date is not difficult to see.

Even the role of the pharmacist a well-organized public set-up - only to the drugs made a note of the drug- summary of the requirements in order to keep the patient in the doctor who has prescribed the drug, the full details of the prescribed drugs, dosage and evaluation of use of the aid and full range of the disease. False, and false drug the stubborn problem of many independent pharmacies on page street. In addition, the other is the high cost of your pharmacist and the drug. Whereas, in the channel system with a high to very high this challenge, is a challenge for the company, that a drug that some error (or hit any failure ). If the supply chain will be calmer stronger of this nature can cause problems.

This benefit organized the pharmacies, the problems that were able to a certain amount of the well-organized structure and procedures or methods (e.g., the bar codes), as a result of which they are able to create a higher level of reliability and the reliability and to consumers. Many existing lifestyle brands prominently also create the organized retail chains pharmacy shelves it's only a convenience for the field, the reliable and the pitiable comfortableness pharmacy medicinal product to buy. The products of this type, which are stored in an organized such as general nutrition and sports nutrition, hospitalization, the provision of care, health care, personal, mineral water, vitamins, medicines and surgical and, in some FMCG products and the preliminary.
Each segment of the independent retail pharmacy owner, however, is still the usual the rapid development and expansion within the competitors and the company organized their own strategy to achieve and maintain the customer through the connection of credit facilities granted, customers, and to the some extent to the individual products at a discount. Swarm, the Store owner is the medical Delhi suburb, Mayur storm says that "the pharmacy retail chain organized general costs much higher than independent shops shops than what is", " The pharmacy chains offer organized, let's say, a 5% discount on the purchase customer more than 1,000 RS, and that is only the loyalty schemes such, which means that only the normal customer. We and the other hand, the offer is at 10 % discount on most all of the customer product and is still profitably work.

Many value-added services, inter alia, to provide an organized, able to store the can free home medicines, prescription shall be 24 7 operations commands, loyalty programs, such as the reward points in your purchase to the regular, you can spend on certain body control or in the following purchase, information centers and helpdesk issues medicinal treatment and use, dosage time or experience to pharmacists, doctors and newsletters free health checks on free health and medical books in stores. Also organized many pharmacies offer discounts other services, such as the elderly and certain chains of free health insurance and regular customers.

3.9 India’s Distribution System Future: Organized Retail

Well-organized the pharmacy retail chain stores are designed a emerging phase India, but it was a long road to the distribution system. Subiksha retail services Pvt Ltd is one of the first few of the retail pharmacy, in India. The medical field that have used, what is the most retail drug stores, are open to Mumbai and two retail franchise there are three more stores in Mumbai, India's capital, and Baroda. Many other companies come out of the different branded shops, reliance retail, shiny, 'neque fortis, used medical coffee Shoppe, Apollo pharmacy, confidence, DialforHealth, Zydus, Religare, guardian, sacred tulsi plant, pharmacy, health & glow, MedPlus, etc. Mr. Nitin Gokarn, the senior leader for the supply chain management (SCM) to Merck in India, it is very optimistic the organized retail in India. He says, that "it is very self-confident, organized residential experience a strong opposition the traders lobby, also the great opportunities." He opines, "this many dogmatic and transformations to happen." The great advantage is that this organized residential system, it would be that the pharmaceutical companies would be able to generate a higher profit margin, thereby medical a huge profit margin, and it is also that the retailers cost savings for the end users, and keep it.
They are the Indian multinational pharma retail market introduction: that was the fastest-growing health segment. Pharmaceutical companies have recognized the assimilated solutions for supply chain management stocks management, all of the best, if the development, the liquidation, the stocks and the rationalisation of the link different manufacturing facilities, warehouses, and CFAs. In many modern software such as SAP and SAS to rising day by day the business cycle and overall development of SCM. If, however, is still the new technology, such as the Radio-Frequency identification (RFID) is already slowly to the gamers. If, however, there is a big advantage, that this helps in the RFID Products follow-up along the entire supply chain and will limit the drugs the system. The system helps the entire chain from the drugs and molecules the countless brand available in the market.

Prinicnatural gas, and the retail pharmacy business margin pharmaceutical price: national authority (NPPA): is the body that that fixes prices, and the distribution of products at all, i.e., CFA Wholesales, distributor, etc., depending on whether the main active ingredient is the drug or not scheduled. Whereas the non-controlled drugs planned price list prices for medicinal products not regulated. The NPPA of very active in the central government has recognized the Indian or to modify the prices and the bulk drug. The company is obliged to the general public at a very affordable for the available drugs favorable the poor population, the government designed the 76 drugs in the formulae are in general, the human beings for the normal life very often.

<table>
<thead>
<tr>
<th>Level</th>
<th>Margins</th>
</tr>
</thead>
<tbody>
<tr>
<td>This CFA</td>
<td>1 - 10 % of total turnover + other costs</td>
</tr>
<tr>
<td>Stockiest, wholesalers and distributors</td>
<td>8% Margin in the scheduled Drug</td>
</tr>
<tr>
<td></td>
<td>At 10 % profit margin, not regular Drug</td>
</tr>
<tr>
<td>Resellers</td>
<td>In accordance with the plans 16% margin drugs</td>
</tr>
<tr>
<td></td>
<td>20% Profit margin, not scheduled Drug</td>
</tr>
</tbody>
</table>

Source: http://www.nppaindia.nic.in/index1.html
Future challenges and opportunities: THE pharmaceutical company in India has already recognized the importance of pharmaceutical industry, and the SCM market now work very aggressively in order to improve the SCM related the pharmaceutical industry. If you take a look at the distribution system specifically for the pharmaceutical industry in India for us and other countries, such as the European countries are relatively much more expensive. Some companies in India is almost one-third the revenue financing the supply-chain, they have recognized that the logistics costs are also very high. The US and the EU SCM activity almost 2 %, whereas in India in the accounts almost 4- 6%. As Mr. Gokarn, mainly because the drug in India is very low in developed markets. Taking into account the attention to the bad infrastructure and exciting geographical circumstances, in the heavy curtail the SCM cost.

International competitiveness and Cold-Chain management: Indian pharmaceutical companies are more and more as an opportunity to the whole world to supply global market drugs. The service provider to achieve this objective, the drugs globally is very well developed cold-chain management practice. This is one of the very important task followed by the pharmaceutical industry and keep up the quality of the product: the driver throughout the global pharma company India as Eli and drink his own initiatives with a cold-chain management systems at the right and appropriate treatment and care are the appropriate quality products to the customers. A few other similar firms the world courier delivery cold chain management models offering pharmaceutical companies of the cold chain during the transport.

The distribution systems in India is much more expensive and less efficient than the developed world. Lobbying the interests of efficiency of the various stages that prevents the pharmaceutical companies the products directly on the patient. The system controls the hydraulic distributor connectors allows you to inevitable that large margin of intermediaries to pay companies. The distribution systems have not been upgraded. Next year the Indian pharmaceutical marketing is the retail pharmacy chains in his hand the technology stocks and the information on the current system unnecessary trouble.
Spread in this industry is a large multi-level and cannot be directly obtained from the manufacturer. The middleman is prone to their share of the margin. In accordance with the report of our retail controls the updates for the retail sector India, India is increasingly under retail pharmacy 20-25 % of the current size a year approximately $9 billion. The organized retail pharmacy business in India is close to 10,000 or the company-owned stores and or franchise model. Table shows : 3.2 the large pharmacy retail chains in India.

**TABLE 3.2 : The main pharmacy retail chains in India**

<table>
<thead>
<tr>
<th>Company</th>
<th>An adhesion promoter to the</th>
<th>Connectors</th>
<th>Mode of Operation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appollo pharmacy</td>
<td>Apollo hospitals to.</td>
<td>1,350 Plus</td>
<td>Guided company store</td>
</tr>
<tr>
<td>'Neque fortis Healthworld</td>
<td>'Neque fortis health</td>
<td>500</td>
<td>Both company-owned &amp; franchise model</td>
</tr>
<tr>
<td>MedPlus health Services</td>
<td>Dr. MadhukarGangadi</td>
<td>1000 Plus</td>
<td>Franchise model</td>
</tr>
<tr>
<td>Sacred tulsi plant</td>
<td>Future group</td>
<td>35</td>
<td>Guided company store</td>
</tr>
<tr>
<td>Lifeken</td>
<td>Lifetime health Pvt. Ltd.</td>
<td>82</td>
<td>Guided company store</td>
</tr>
<tr>
<td>Guardian</td>
<td>Lifecare Pvt. Ltd.</td>
<td>400</td>
<td>Both company-owned &amp; franchise model</td>
</tr>
<tr>
<td>98.4</td>
<td>Global Healthline</td>
<td>300</td>
<td>In OWNED BY</td>
</tr>
<tr>
<td>CRS health and wellbeing solutions place</td>
<td>Only Industries</td>
<td>30</td>
<td>In OWNED BY</td>
</tr>
<tr>
<td>Medicine used coffee Shoppe</td>
<td>International medical used coffee Shoppe</td>
<td>1000</td>
<td>Franchise model</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>-----------------------------------------</td>
<td>------</td>
<td>----------------</td>
</tr>
<tr>
<td>Reliance &amp; global pharma health</td>
<td>Reliance Retail</td>
<td>150</td>
<td>In OWNED BY</td>
</tr>
<tr>
<td>Planet health</td>
<td>Sagar drugs + medicinal products</td>
<td>150</td>
<td>In OWNED BY</td>
</tr>
<tr>
<td>The health</td>
<td>ZydusCadila</td>
<td>200</td>
<td>In OWNED BY</td>
</tr>
<tr>
<td>Frank Ross pharmacy</td>
<td>The Emami group</td>
<td>&gt;65</td>
<td>Both company-owned &amp; franchise model</td>
</tr>
<tr>
<td>Religare wellness</td>
<td>Religare company</td>
<td>140</td>
<td>The extension of the 26 Indian cities</td>
</tr>
</tbody>
</table>

Companies listed in the table in the Surya Healthcare plan is to the pharmacy in India in a pan with a 500 business retail market the new brand "Viva". In addition, the city also plans to Surya health concept, that the rural development the tactical -UPS by the shops in health care, city hospital on behalf of the association for the patient for branded, cheap generic medicines. In addition, low-cost health insurance, the intelligent coverage to groups at the rural life segment owned spring. Also, Morepan plan is to more than more than 10 million USD 50 - 60 new business next year.

The organized retail in India is a strong growth and is expected to improve the pharmaceutical sales system development the Indian standards and bringing the latest technologies in the supply chain management. These are the chains is also expected to cut the counterfeit medicines distributed in India. Zydus Cadila pharmaceutical companies Each this is also a great opportunity to improve the great commissions, recommend that the retail pharmacy. It is expected that the industrial boom, and the foreign direct investment (FDI) standards for retail pharmacy.
The Wellness products will offer health provisions, to health and beauty products. Seven stores which are currently working - three Hyderabad, board of directors of Indian School of Business and three in Bangalore, Mumbai and plans for a 30 stores. Reliance retail strategies for $6.3 billion in investments in the retail businesses, including many retail segment.

Gradually more and more pharmacies is an integral part of the most multi-format. Aditya Birla Institute of Technology and Science retail stores (more) kit separately, the pharmacy the traditional product categories : the supermarket fruits and vegetables, personal care, household, business etc., Sumant Sinha, the President and CEO of Aditya Birla Institute of Technology and Science retail, it says, ' these are two of the leading Indian gamers". Finally, the group is planning to both, that is the hypermarket and supermarket formats.

And, besides, he decided that the company retail pharmacy The retail business name sacred tulsi plant, the medicine, the great the pharmacy not thought that he came to more than 35 food locations all over. This makes it easier for customers to access the wellness needs to be fulfilled. The Dabur India is the company's announced via the retail business are stored in the name, H& B stores Ltd. In addition, a number of other similar companies and drug companies, the descriptions of ayurvedic, introducing their products to the demo and they are the forward integration strategy. The spokesperson is currently in the company's "100 outlets across the country and the double number next two years".

The bright Drug Company presents the large supermarkets retailers to store their products to the demo, exclusive shops. The data are a huge prospects in rural markets, where the health facilities insignificant. Also the poor it appeared to be the public health of facilities even if you don't like it, while the users in the rural areas the public would have affluent the health facilities because of the lack of any service or firmly the journey of the urban areas, the better service. RECOGNIZING that there is a need for many, that the segment fiRMS significant modifies the offer - a pharmacy open.
For example, the hands-on Apollo the ITC E-Choupal Sagar and choupals (Godrej Aadhaar (rural) ensures the India and the medicinal products. "Hands-free" DCM Shriram guardian has joined the "Aushadhi" rural pharmacopoeia Kisan retail chain has the Haryali, he thought the rural initiative, the DCM Shriram. Medicine that have used the strategy envisaged 350 Sehat open a store in the next four years.

Mr. Gandhi used in India in the field of medical coffee Shoppe, and she says: "The medicinal products are the next few days is expected to increase in the diagnosed diseases earlier". Overall the retail riot all over the country is spending money to run for the Indians of the product. They changed the presentation of purchase or acquisition of medicinal products now willing and able to pay for the accessibility and quality here is a little bit. a huge growth and development of organized pharmaceutical sector, which is a win-win situation both retailers and customers.

While the global pharma retail chain stores have their eyes on the the growing lower-lines and the increasing profits, while the customers the quality guaranteed purchase of drugs. The next day, India will be visible, but the retail market, the global pharma the huge middle income intensive residential, expenditure for protection against the surge for the healthcare and pharmaceutical products, increases with age, and number of the diseases of lifestyle.
3.10 S.W.O.T. Analysis of Modern Pharma Retail Stores

Now, let's look at the strength, weakness, opportunities and threats (SWOT analysis) in the modern pharmacopoeia retail:

**Strength**

- The counterfeit medicines.
- The mafi practices by intermediaries like artificial shortage of a drug.
- Too much concern", customers less time in the detailed again and the possible purchase, whereas, in the educated modern retail time and cost savings.
- The installed capacity fast availability of the technically qualified personnel.
- Fast crowding out effect of drugs and drugs instead of stocks closer to regard to the date of manufacture.
- Effective management of production capacity a full buy-back.
- The modern forms of retail due to adoption is increasing. Liberalisation policies The government has encouraged foreign giants-ups is an invaluable experience, expertise, and capital.

**Weakness**

- The huge costs, a significant part of the rural population and not be achieved.
- Significant expenditure for advertising, promotional, and goodwill.
- And a fierce competition participants protruding their own products over others.
- The pressure may be less than the local marketing initiative.
Options

- Tapping previously ignored section of urban population is not prescription.

- Ideal for consumer preferences with pin.

- Connected to the export/ To the foreign company, who related the current economic infrastructure.

- The loose ends of coordination between the cement customer, a physician, manufacturer's and insurance, mutual business interests.

Hazards

- The wicked alliance is in the independent pharmacies as the unorganized CD collection The organized "pharma manufacturing - Sales" giants.

- "The growing hostility of multinational pharma manufacturing, retail trade" giants.

- Possible government regulation and to protect the interests of consumers government intermediaries with small retailers more foreign players market access restrictions. The approximately 600,000 strong All-India organization of chemists and druggists registration is in progress, the company, of the to protect their interests.

- The sales and marketing costs of advertising, promotional activities, incentive systems (gift vouchers, etc. ), and of the loyalty programs.

  As far as possible with the differentiated rate organized "global pharma manufacturing - sale" giants and small player. "Global pharma giants manufacturing - sale" must pay more than is considered to be a luxury segment.