ABSTRACT

Research is the backbone of any study visit so much and my research focuses on the perception of retail pharmacy chains organized with specific reference to the state of Gujarat customers. If we stick to the definition of research is the systematic and objective identification, collection, analysis and dissemination of information to help management take related to the identification and solving problems (and opportunities) in the decision area. I conducted this research in various pharmaceutical chain stores organized in Gujarat. This thesis is divided into seven chapters and a brief search of each chapter are listed below.

The first chapter of the introduction of the pharmaceutical industry in India and a very specific way on the retail sector. The word "child" comes from the French word "retail", which means it cuts the goods in small pieces or strips of something. Dealer is the person or as an agent or a company involved in the chain to transmit the goods or services or products to the end user. It is the only organization that is very close to the customer and can very well understand the customer someone else in the distribution channel. Different types or sizes that are organized and disorganized sun and beach in India.

Traditional formats or organized in India normally found in markets where the property is located, and management lies with the person. This sector is very large amount of India, is almost about two thirds of the market and requires no skilled labor majorly. Whereas the models are organized modern formats and are found mainly in crowded malls, shopping centers and large multistory complex. These formats offer a wide range of products of good quality, value and makes the shopping experience more enjoyable and memorable. The same is true of the pharmaceutical chain of retail stores in India. The transformation of the retail sector began in 1990. Retailer The emergence of pure perception is started, and thereafter, the organized retail started to become more attractive. If you look at the numbers, it is very surprising that the retail sector in India contributes around 11% of GDP in 2005 to a single. The availability of this contributes to the organized sector and the rest is not organized only 3% of the tax. The main challenge for the sector held a strong competition from the informal sector.
The transformation of the retail scene in India started in different areas of business using different business models benefit ascendable or between classes, as well as consumers accept irresistibly large retailers began. The most dynamic business centers of level 2 meters from the city as part of expansion plans began. Consumers are attracted to them because the shopping experience and provide additional services such as the food court, entertainment under one roof mounting for the convenience of consumers.

The second chapter of this research mainly includes literature review of several similar elements throughout the world. The literature review was carried out mainly in the following points taken into consideration, for example, perceptions of customers' preferences to retail outlets organized, the effects of organized retailers in the industry, and pull factors and the challenges and opportunities in terms of performance swept the retail trade organized. The literature review was conducted to library materials and electronic journals through research on the Internet.

The third chapter of this research includes an overview of the pharmaceutical distribution in India and around the world. This also includes various growth factors that influence the growth of retail in India and its impact on the pharmaceutical industry. Extensive growth factors such as population growth study, rising disposable income, changing the profile of the disease, the growth in OTC segments, changing customer attitudes, attractive margins, governmental regulations and operating system support has been carried out for the results of all pharmaceutical sales detail on them. This chapter also includes the pros and cons of organized pharmacy retail stores in the unorganized retail pharmacy. In this chapter, I also covered the details of various formats in India, such as pharmacy practice in community pharmacy, hospital pharmacy, clinical pharmacy, compounding pharmacy, pharmacy consultant, internet pharmacy, nuclear and military pharmacy. I also included an overview of the pharmacy pharmacist in the State of Gujarat. Overview of the distribution system and pharmacy India's rapid delivery system. I also included a SWOT analysis of modern pharmaceutical warehouses in India.

The fourth chapter of this research focuses on the various players in the state of Gujarat organized pharmacy. Here are the details on each player like Apollo Pharmacy, Frank Ross Pharmacy Pharmacy Metro Health, Himalaya Drug Company
Pvt. Ltd. Call for pharmacy and health mentioned in this chapter. Here are the details of the mission, vision, values, policies and is the location of the stores mentioned in this particular chapter.

The fifth chapter lists the specific research methodology used for this research. Here is a brief discussion on the declaration of the investigation, the elaborate explanation on the research design, including the study objectives, the nature of data and data sources, tools for data collection, the sample design, development, scale and scope of instruments and methods for data analysis, the scope of the study, the study and the various terms used in these research data element.

The sixth chapter, which is the most important chapter is the analysis and interpretation of research. Various analytical tools were used in this analysis as a percentage assumptions, factor analysis, crosstabs, analysis, chi-square, t-test and ANOVA. Using all these different analytical methods using Microsoft Excel and SPSS for analysis and interpretation was performed to obtain the best possible result.

Last but not least, this chapter examines research findings, conclusions and recommendations. Here in this chapter is a summary of all tests, and all cited the conclusion of the test is also mentioned. In addition, some recommendations on the conclusion of this investigation is also mentioned in this chapter. Finally, the findings also mentions that it is important to note that the value is a function not only of price, quality and service, but can also be improved by providing a personalized and unforgettable experience. In fact, relationships with customers can improve the quality of the client itself and therefore the perceived value experience. But most important to win in this highly competitive market, it is very important to understand the definition of value for the target customer and try to achieve this by making an offer as per his / her desire or necessity, not only delight customers, but also makes it difficult for competitors to duplicate.