

BUSINESS PLAN

PHARMACY 'HEALTHANDCARE'

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WHAT OUR BUSINESS DOES

- A pharmacy is a very important organization that works for the safety and health of people. Nowadays, some visitors believe that the pharmacy is a health problem, while others believe that it is the maintenance of beauty and health.

OUR TARGET MARKET

- Our pharmacy is aimed at all categories of people, and for young people, for teenagers, and for middle-aged people, and for the elderly. Each person, having come to our pharmacy, can find something useful and necessary for themselves. But of course, most people usually come to the pharmacy between the ages of 60 and 90.



OUR BUSINESS GOALS

- We want you to be healthy!

Our main goal is to maintain the health of all people, our main goal is to make all products as affordable as possible for consumers, but at the same time, so that this is not at a loss to our pharmacy. We work every day 24/7 for people, for health and for protection. We support a wide range of medicines. We guarantee high quality products to make your treatment successful. We give a fair price for certified products. We are constantly studying so that you receive competent and professional advice. We serve people quickly, efficiently, with love and care.



OUR WHY

IN MODERN TIMES, PHARMACIES ARE AKIN TO GROCERY STORES, LOCATED ON EVERY CORNER. THE FEASIBILITY OF FINANCIAL INVESTMENTS IN THE DRUG TRADE IS DETERMINED BY THE SOMEWHAT REGRETTABLE FACT THAT PEOPLE TEND TO GET SICK AND SPEND MONEY ON DRUGS.

OUR VISION

To begin with, we open just one pharmacy in order to understand how much people will like us, and how many customers we will have. A promising future is to open a network of our pharmacies in several countries. We want to sell only high quality products with real certificates!



OUR MISSION

- *Our mission is to give everyone the opportunity to maintain and strengthen their health, improve the quality of life, using natural, effective, high-quality and modern preparations: herbal medicines and biologically active additives. We control the full production cycle: from the preparation of raw materials to the finished product.*

PRODUCTION



Own production, especially of import-substituting medicines, ensures a high demand for products. In such conditions, the cost of medicines is reduced by at least 20%. The program for the development and formation of the enterprise is calculated for about four years, during which changes, sales channels expand, marketing policy changes.

DIGITAL TECHNOLOGY

TECHNOLOGY WE PLAN TO USE FOR OUR BUSINESS.



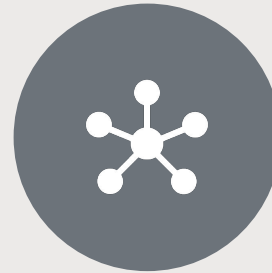
1. Accounting System



2. Inventory Control System



3. Telephone Communication



4. Networking

INFORMATION MANAGEMENT

HOW WE COLLECT,
STORE AND USE
CUSTOMER AND
STOCK INFORMATION.



*1. Focus on
adaption*



*2. Deliver tangible
& visible benefits*



*3. Provide strong
leadership*



*4. Communicate
extensively*



*5. Strive for a
seamless digital
employee
experience*

ASSETS

Pharmacy Assets means:

Pharmacy Records;
Prescriptions Lists;
Pharmacy scripts;

Pharmacy inventory and
other pharmacy assets,
supplies and equipment
located at or related to any
Store Property.

EQUIPMENT

Equipment	Date bought or leased	Cost (\$)
Vertical showcases	10/11/2021	\$ 44(2)
Horizontal showcases	10/11/2021	\$ 67(2)
refrigerators	23/06/2021	\$ 469(2)
Counter for cashier	13/08/2021	\$ 450(1)
Cash register	23/06/2021	\$ 450(1)
Table	23/06/2021	\$ 60(1)
Chair	23/06/2021	\$ 35(3)
Pulsometer	24/06/2021	\$ 54(1)
Computer	10/11/2021	\$ 749.99(1)
Telephone	10/11/2021	\$ 106(1)
Advertising equipment	10/11/2021	\$ 24(2)
TV set	13/08/2021	\$ 700(1)
Intercom	13/08/2021	\$ 200(1)

KEY PEOPLE

Role	Name	Skills and experience
Administrative staff	It includes the heads of the organization, divisions, departments, and some other specialists, for example, the chief accountant, accountant, and others.	A pharmacy must be headed by a person with a pharmaceutical education and work experience of at least 5 years. You can open a pharmacy from scratch as an individual entrepreneur.
Pharmaceutical personnel	Pharmacists	Persons with higher or secondary pharmaceutical education can carry out pharmaceutical activities in pharmacy organizations with a specialist certificate. Service personnel should be provided with sets of sanitary clothes and replaceable shoes. Sanitary clothes should be changed at least twice a week, towels - daily.
Specialists	Chief accountant, accountant, bookkeeper, economist, senior cashier, cashier.	

SKILL AND STAFF RETENTION STRATEGIES

HOW WE KEEP OUR STAFF WORKING FOR US AND
MAINTAIN THEIR SKILLS.

The manager regularly
contacts the staff for
information about the goods;

Corporate events are held
monthly to maintain good
relations between the staff;

The first aid courses for
emergencies and courses to
maintain the skills of the staff
are paid for new employees.

THE PROBLEM

THE MARKET PROBLEM/S THAT WE AIM TO SOLVE FOR CUSTOMERS.

In our main time, the problem is that a huge number of visitors, buyers do not know which pharmacy to choose, and where the price is most favorable. That is why we give the opportunity to order goods online without leaving home. We guarantee the quality of the goods. We give a discount when ordering online, and we have the best prices for pharmacy products.

OUR SOLUTION

WE DO NOT OVERCHARGE OUR PRODUCTS. OF COURSE, PRICES CANNOT BE LOWER THAN MARKET PRICES, SINCE WE ARE SIMPLY GOING INTO NEGATIVE TERRITORY, BUT WE CONSUME PRODUCTS AT THE LOWEST PRICES. IN UKRAINE, SALARIES ARE QUITE LOW, SPEAKING OF PENSIONERS, THEY SIMPLY CANNOT AFFORD SOME EXPENSIVE MEDICINES, IN TURN, WE DO OUR BEST SO THAT EVERYONE CAN CONSUME IN OUR PHARMACY, BE SATISFIED WITH THE PRICE AND QUALITY.

OUR TARGET MARKET

Some people come to the pharmacy with stocks of life situations, and buy some kind of pill in order to simply save a life, and some people come for their health, buying various vitamins, oils and teas. Therefore, we can conclude that the target audience of the pharmacy has the ability to be of different ages.

ADVERTISING AND PROMOTION

THE CHANNELS WE'LL USE TO COMMUNICATE WITH OUR TARGET CUSTOMERS.

Channel	Used for	Details
Social media (unpaid)	Promotion prior to launch.	We'll use regular Facebook, Instagram and Tiktok posts to promote our business.
Online	advertising while the pharmacy chain is already open	TV, YouTube
Email	advertising while the pharmacy chain is already open	Information about discounts and new products

COMPETITOR NAME	LOW PRICE PHARMACY	PHARMACY24	GOOD PHARMACY
Strengths	Low product prices.	24-hour pharmacy	Average prices
Weaknesses	Frequent lack of necessary drugs	No website on the internet	Few branches
What we'll do differently	We will always have a large number of necessary drugs that are in demand the most.	We will try to work as many hours as possible	We will have a network of pharmacies in different parts of Ukraine, and after that the world

THE COMPETITION

SWOT ANALYSIS

Strengths	<ul style="list-style-type: none"> • Location near a traffic intersection • Market experience • Wide assortment of goods • The presence of a department of parapharmaceutical products • Relatively low selling prices • High professionalism of personnel
Weaknesses	<ul style="list-style-type: none"> • There are no racks for better product display. • Lack of working capital • Low level of pharmacy profitability • Decreased liquidity level • Lack of staff to work in two shifts • Weak staff motivation • Lack of personnel appraisal system • Warehouse imperfection • Low level of inventory management system • Significant load on one pharmacist
Opportunities	<ul style="list-style-type: none"> • Locating a pharmacy where there are large numbers of elderly people will increase profits and the number of visits to the pharmacy per day. • The increase in pension and salary will allow clients to purchase more expensive drugs • Promotions in all pharmacies of the chain at once • Professional development of personnel
Threats	<ul style="list-style-type: none"> • Potential attempts by other companies and governments to influence our pharmacy networks • Purchase of networks by foreign networks and investors • Increased competition from branded drug manufacturers • Changing needs and tastes • Unstable economic situation



RISK MANAGEMENT

Risk/impact description	Likelihood	What we'll do to reduce this risk
Opening up new competitors with better deals for buyers than ours	Highly likely	Do everything to remain the most popular and demanded pharmacy among new members, constantly attracted, to be in demand
Computer theft results in loss of financial records	Unlikely	Use cloud storage for business records
Loss of clients	Likely	Loss of customers can be likely if demand for a range of products falls, and prices rise. To prevent this from happening, you need to always be in touch with your customers make them some offers that they cannot refuse, make discounts, and most importantly, threat your customers well

OUR INSURANCE

Insurance type	Details
Public liability insurance	<p>Voluntary health insurance</p> <p>this is an additional significant bonus to the social package, a reliable guarantee of the safety of employees' health and a significant contribution to your reputation as a manager.</p>

When setting up a business, therefore, it would be to think about all the implications and write an agreement. Before starting a business, a contract will be provided in which the owner must mention the person to whom the business will be transferred in case of emergency or if the current owner wants to resign. The current owner will receive a payment for the work done and immediately after that a new person will take over in his place, and the former owner disappears from the pharmacy market.

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SUCCESSION PLAN

LAWS WE'LL NEED TO COMPLY WITH



Fair trading



Consumer
laws



Employment
laws



State
licences

GOALS AND ACTIONS

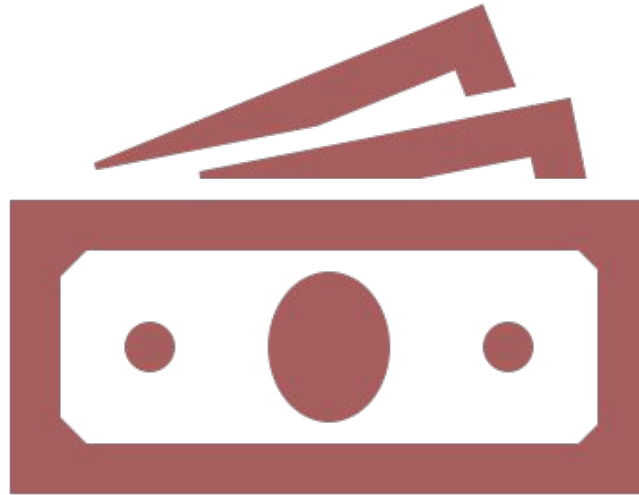
GOALS FOR NEXT YEAR

	To become a leader	Efficiency	Effectively use the internal potential of the company
Actions to achieve goal	To become a leader in the operation of our pharmacy by creating our own vision and offering customers fresh ideas and stylish effective solutions	Make effective use of the company's internal potential.	Meet the expectations of our employees related both to their professional self- realization and to the creation of favorable working conditions and an increase in the income of all employees improving the professional qualifications and competence of our employees
Due date	18/08/2022	18/08/2022	18/08/2022
Who's responsible	Leader and manager	Employees and management	Employees and management

GOALS FOR THE NEXT 3 YEARS

	Pharmacy	Income	Client
Actions to achieve goal	<ul style="list-style-type: none">• Open at least 3 pharmacies• Get a profit after investing in the pharmacy business• Be in demand by a network of pharmacies	<ul style="list-style-type: none">• Make money work for us, not us for them• Invest in business and it gets better	<ul style="list-style-type: none">• Be in demand among buyers• Have a huge list of clients• Sell an available item
Due date	16/04/2025	16/04/2025	16/04/2025
Who's responsible	Employees and management	Employees and management	Employees and management

THE FINANCES



FINANCE NEEDED

HOW MUCH MONEY WE NEED AND WHAT IT'S FOR.

We are seeking 70000\$ for land purchase(with building), 4000\$ for equipment, 1725\$ for brand creation, 2400\$ for licenses and insurances, 15000\$ for inventory purchase, 2000\$ for advertisement

SOURCES OF FUNDING

We have received a 20000\$ loan from Live Oak Bank and a 54000\$ loan from Greenbox Capital. There is also 35000\$ of self-investment.

CURRENT FINANCES

Our business wasn't operating still.

PROFIT AND LOSS FORECAST

	[Year 1]	[Year 2]	[Year 3]
Gross profit/net sales	\$ 63 286	\$ 73 580	\$ 165 316
Total expenses	\$ 33 660	\$ 32 175	\$ 65 385
Taxes on income	\$ 2 073,82	\$ 2 751,35	\$ 6 771,17
Net profit/loss	\$ 27 552,18	\$ 36 553,65	\$ 89 959,83

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Monthly cash increase	\$4813	\$4335	\$4971	\$5836	\$4567	\$7271	\$4348	\$4817	\$4933	\$4433	\$5166	\$7797
Monthly cash decrease	\$3134	\$3222	\$3123	\$3123	\$3114	\$3223	\$3222	\$3122	\$3223	\$3214	\$3214	\$3233
Closing balance	\$1679	\$1113	\$1848	\$2614	\$1453	\$4048	\$1126	\$1695	\$1710	\$1219	\$1952	\$4565

CASH FLOW FORECAST

SUPPORTING DOCUMENT CHECKLIST

- ☒ Balance sheet forecast
(including assumptions)
- ☐ Balance sheet for last financial
year
- ☒ Cash flow statement forecast
(including any assumptions) ☐
- Cash flow statement for last
financial year
- ☐ Market research
- ☒ Profit and loss forecast sheets
(including any assumptions) ☐
- Profit and loss for last financial
year
- ☐ Staff resume/s

ONLINE AND SOCIAL MEDIA DETAILS

- Instagram

https://www.instagram.com/healthandcarepharmacy/?utm_medium=copy_link

- Other

<https://korzh9013.wixsite.com/website>

**THANK YOU FOR
YOUR ATTENTION**

