

**Project Dissertation Report on**

**EXPANSION OF AN  
E-COMMERCE PLATFORM IN A TIER 2 CITY  
USING BTL ACTIVITIES**

Submitted by:

Rohit Paramel

2K17/MBA/73

Under the Guidance of:

Mr. Dhiraj Kumar Pal

Assistant Professor



**DELHI SCHOOL OF MANAGEMENT**

**Delhi Technological University**

**Bawana Road Delhi 110042**



## **CERTIFICATE**

This is to certify that the Project Dissertation Report titled “Expansion of an E-Commerce platform in a Tier 2 city using BTL activities” is an original and bona fide work carried out by Mr. Rohit Paramel of MBA 2017-19 batch to the best of my knowledge and was submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-110042 in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration.

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Signature of Guide

(Mr. Dhiraj Kumar Pal )

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Signature of HOD (DSM)

(Dr. Rajan Yadav)

## DECLARATION

I, **Rohit Paramel**, student of MBA Batch 2017-18 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declares that the Project Dissertation Report on **Expansion of an E-Commerce platform in a Tier 2 city using BTL activities** is submitted in partial fulfilment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This Report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

Rohit Paramel

Place: New Delhi

Date :29<sup>th</sup> May 2019

## **ACKNOWLEDGEMENT**

I gratefully acknowledge my profound indebtedness towards my department's staffs for their invaluable guidance, excellent supervision and constant encouragement during the entire duration of the project work. This project would never have been possible without their guidance and supervision. The project report and the research involved have helped me in understanding the various aspects of marketing and management and their impact on the customers.

I would also like to thank Mr. Dhiraj Kumar Pal (Professor, DSM) who helped me understand the concepts well in the classroom, making it possible to apply the same during internship and guiding me throughout the project execution.

## **EXECUTIVE SUMMARY**

The objective of project was expansion of an E-Pharmacy company/app (Chosen company was 1mg) in 2nd tier city with Below the line marketing. To understand the best source of marketing multiple activities were conducted such as Tie ups with gyms, Salons and parlors, schools, residential society and social groups. For this purpose, a total of 12 gyms, 30 salons, 10 schools and 9 residential societies were visited and were in talks with 8 social groups. Whole concept of E-pharmacy was communicated to them and were asked for future tie ups, as it is a great source of catching and updating customers directly. Along with it, a research was conducted by preparing a questionnaire and sending them to the end customers and recording responses given by them.

The responses are presented in form of charts, projects and graphs for better understanding in the project.

The important observations were: -

1. People do not really know about online pharmacy
2. Lack of awareness about the operation of online pharmacy
3. Customers are eager to save on medical bill
4. Ease of ordering is appreciated among the society.
5. All the basic facilities are also provided by local chemist i.e. ease of ordering regular medicines and home delivery.
6. 40% of the patients do not have prescription with them, as they are taking same medicine from many years.

On the basis of above findings, few suggestions are evaluated to help the company for expansion in the city.

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## **1. INTRODUCTION**

### **1.1. Industry Profile**

#### **1.1.1 Pharmacy Industry**

The Indian pharmaceuticals market is the third largest in terms of volume and thirteenth largest in terms of value, as per a report by Equity Master. India is the largest provider of generic drugs globally with the Indian generics accounting for 20 per cent of global exports in terms of volume. Of late, consolidation has become an important characteristic of the Indian pharmaceutical market as the industry is highly fragmented.

The Indian pharmacy market is humongous, estimated to be about Rs.1.2 lakh crore in industry size. India enjoys an important position in the global pharmaceuticals sector. The country also has a large pool of scientists and engineers who have the potential to steer the industry ahead to an even higher level. Presently over 80 per cent of the antiretroviral drugs used globally to combat AIDS (Acquired Immuno Deficiency Syndrome) are supplied by Indian pharmaceutical firms. The Indian pharma industry, which is expected to grow over 15 per cent per annum between 2015 and 2020, will outperform the global pharma industry, which is set to grow at an annual rate of 5 per cent between the same period!

#### **1.1.2 E-Pharmacy Industry**

The online pharmacy market, estimated to be a fraction of that at Rs.700-800 crore, has been plagued by regulatory hurdles that are now showing signs of easing. The concept of online medicine started around 4 to 5 years ago. At that time some companies came up with a concept where a user can upload their prescription and medicines are delivered at the doorstep. The prescription however needs to be vetted by a pharmacist physically or online in order to be considered. This concept is getting a lot of support from the government of India as well. Couple of years ago, there was no provision of online pharmacy licensing. Now the government of India has allowed online pharmacy licenses in few of the states, where online orders can be taken in and the medicines can be home delivered.

This online medicine market is growing at an exponential rate and currently the number of online medicine orders range somewhere between 10,000 and 15,000 a day. A home-delivery for medicines is obviously more convenient for patients. They don't have to go hopping from one drug store to another. people living in non-metro towns and villages in India look forward to e-commerce as a viable access to primary healthcare as well as medicines. E-commerce can bring legitimate brands closer to people and help them avoid falling prey to the fake-drug industry that globally kills 1 Million people, every year. To ensure safe deliveries, mobile apps can track deliveries from the pharmacy to right before it reaches the customer. This data is useful at the time of review as well as to evaluate performance of the delivery partners.

Below are the charts that shows share of different E-pharmacy apps

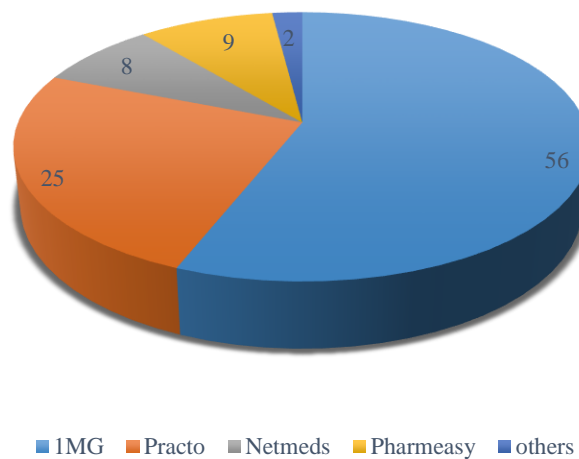


Fig 1.1 Market Share by Installations (%) – July 2016



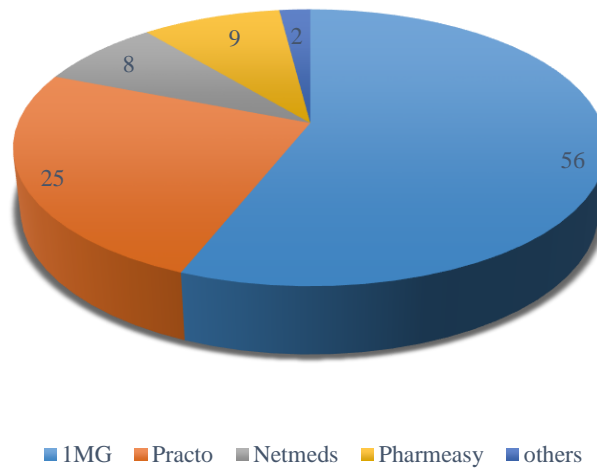


Fig 1.2 Market Share by Installations (%) – November 2016

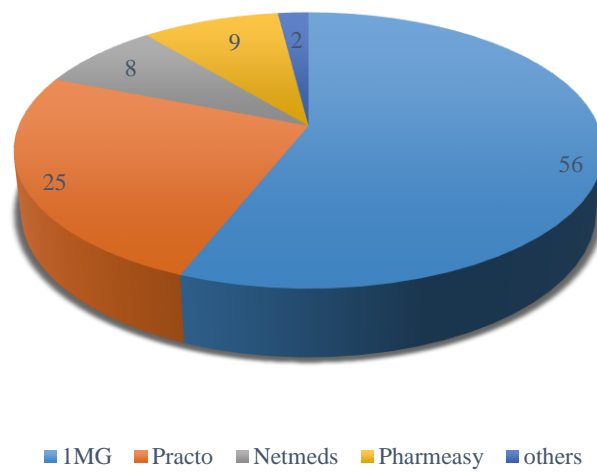


Fig 1.3 Market Share by Installations (%) – March 2017

## **1.2. Major players**

### **1.2.1 1mg**

1mg was founded in 2015. It is a complete health app that provides you information about medicines as well as purchase of them. 1mg works on the basis of hyper local model. i.e. they have their vendors in the same city which facilitates the delivery of medicines within 24 to 48 hours after stock verification from the vendor. They have their assigned vendors in the cities where they operate. 1mg app tells us about composition, salts, side effects of every medicine. It also gives us health tips, and is a very easy platform to order medicines online, Book lab test or a package with certified nearest pathology with free sample pickup from your place, consult doctors online and book appointment with nearby doctors.

1mg says that they just want to make your life easier by not visiting 5 medical stores and just ordering it online with few clicks. It even suggests substitutes of medicines with same salts, that can help you to save in monthly bill of medicines

They are serving in 800 cities including the non-metro cities and it currently have more than 5 million downloads in the country on Google play store.

#### Products Offered

- Diabetes care
- Sexual wellness
- Ayurveda products
- Vitamins & Supplements
- Homeopathy
- Health food & drinks
- Skin care
- Himalaya
- Baidyanath
- Dabur
- Stomach care

- Bone, Joint and Muscle care
- Hair care
- Health monitors
- Quit smoking
- Diabetes monitoring
- Women care
- Baby and Child care
- Daily living aids
- GNC wellness
- Diabetes supplements
- Oral care
- Elderly care
- Weight management
- Protein supplements
- Cough and cold
- Immunity boosters
- Mosquito repellents
- Unani medicines
- Children wellness
- Breathe easy
- Amway nutrition
- Dr Reckeweg
- SBL Homeopathy
- Piramal
- Sri Sri Tattva

#### Services Offered

- Lab tests
- Doctor consultation
- Articles and Videos

### **1.2.2 MedPlus Mart**

MedPlus is one of India's leading and reputed pharmacy network with over 1500+ stores in 7 states offering genuine medicines, superior service and great value for money to its customers.

It is a comprehensive medical App where you can not only order medicines but also read important information about the medicines you take, their alternatives or substitutes, precautions and their side effects. Medicine delivery is restricted to states where MedPlus operates, but you can order other OTC & health products, nutrition, baby care, diabetes care and personal care products from across many regions & cities in India.

Some Key Features of MedPlus Mart App are:

- Order products for home delivery
- Order products for click and pick
- Assisted orders

Other services provided:

This app provides the customers a comprehensive range of baby, healthcare, nutrition, personal care, diabetes care and OTC products. It also provides a wide range of discounts on bulk orders and selected items.

Other than this you can also get complete information about medicines you take including indications, adverse effects, precautions and alternatives.

If you lose the hard copy of your prescription anywhere, this app will keep a record of such bills and prescriptions which can be available at any time you want.

### **1.2.3 Netmeds**

This app is said to be India's most convenient online pharmacy. Netmeds.com, India Ki Pharmacy, is brought to you by the Dadha & Company – one of India's most trusted pharmacies, with over 100 years' experience in dispensing quality medicines.

At netmeds.com you can help look after your own health effortlessly as well as take care of loved ones wherever they may reside in India. You can buy and send medicines from any corner of the country - with just a few clicks of the mouse.

They have a wide range of prescription medicines and other health products conveniently available all over India. Even 2<sup>nd</sup> and 3<sup>rd</sup> tier cities and rural villages can now have access to the latest medicines. Since they also offer generic alternatives to most medicines, online buyers can expect significant savings.

Some of their salient features are:

- Convenience
- One-stop shop for medicines and OTC Products
- Trust of over 100 years

#### **1.2.4 Inayo**

The app promises to deliver your medicines in just under 90 minutes. It is a healthcare app that works across web, WhatsApp and Android.

Inayo maintains your medical history based on the medicines ordered. It also lets you book tests sitting at your house. The service offers some fabulous discounts for almost every order. The interface is simple and user friendly. It is currently servicing the Powai area in Mumbai and the success rate is increasing at a fast pace.

Some noteworthy features of the app (and service) are:

- You can order over the counter drugs along with the prescription medicines.
- You can book different diagnostic tests online at a center near your location. Inayo delivers the reports to your doorstep. You have the option of receiving the reports on your email as well.
- It also provides you free delivery for orders above Rs.200.
- Once you upload your prescriptions and order the medicines, you keep getting dosage reminders. That's indeed a thoughtful addition to the regular services available elsewhere. You can place orders via the web, Android app and on WhatsApp.

### **1.2.5 Myra Medicines**

Myra Medicines is presently working in Bangalore & adjacent areas. It accepts orders on COD and card payment options. They additionally have well organised apps for iOS and Android.

You will require a valid prescription to order the medicines using the application. All the prescriptions are personally checked and verified by a qualified pharmacist before confirming the order. The hard copy of your prescription will be marked and an image of the same is photographed before delivery.

A few salient features of the app are -

- The app is operational only in Bangalore and its nearby areas.
- The products are delivered within 30 mins of placing the order.
- The service offers a flat 15 per cent of discount on all orders.
- There aren't any delivery or shipping charges.

### **1.2.6 Pluss**

Pluss, deriving its name from the plus sign of the medical profession is the youngest application in its genre. It was founded in 2015 and is operational from Gurgaon. It promises one-day delivery for the orders placed through the app.

It is currently operational in Delhi/NCR, Hyderabad and Bengaluru. It claims to deliver the medicines within a couple of hours in serviceable areas. In addition to the prescription medicines, it also provides the delivery of over the counter drugs and a wide range of products including personal care products, Ayurveda medicines, baby care products and pet care products as well.

It is an easy to use app with a simple and user-friendly interface.

- The app gives free exchange offers. To get these offers you need to fulfil certain criteria to avail the exchange.
- The app does not charge any delivery money.
- There is no minimum order quantity. You may order any quantity as you may please.

## 2. LITERATURE REVIEW

E-commerce is one of the most prosperous and growing industry in India since a decade. With a huge competition between companies like Flipkart and Amazon for market share. Their take over stories to reality, it has been a long journey. Initially there were many e-commerce companies which have now only few. Among several sectors of E-commerce one which not much explored and used with huge potential is online pharmacy or E-pharmacy. It is a new domain or a new sector in India.

E-Commerce has today become a growing and competitive industry in India, with competition among domestic & global industry giants like Amazon and Flipkart to gain major portion of the market share. Among the several segments of e-commerce, one that remains widely untapped with tremendous potential in the future is the online pharmacy market or E-Pharmacy.

E-pharmacies are recent entrants in the Indian e-commerce industry landscape, with it receiving increased attention from government and investors in the last three to five years. Today, the E-pharmacy market potential is worth over a Billion dollar with more than 30 startups assisting the growth of this segment in various regions of India.

India currently has over 850,000 independent pharmacy retail stores that are able to meet only 60% of the total domestic therapeutic demand. These traditional Brick and Mortar Retail pharmacies are currently responsible for 99% of the pharmaceutical sales annually with online pharmacy contributing to only 1% of the total therapeutic sales.

The online pharmacy market is slowly gaining momentum in the E-commerce industry space with it showing an impressive market penetration rate in both the rural and urban regions of India. Several entrepreneurs and investors are keen on taking the initiative to be a part of the rapidly rising E - pharmacy industry. Recent laws regarding the regulation of online pharmacy has led to impressive funding and investments in startups and ventures entering the Indian E - pharmacy segment. This presents an excellent opportunity for online pharmacies to exploit the lucrative segment for higher



profitability.

The Indian E - pharmacy market growth is fueled by the rise in the number of Indian population suffering from chronic clinical indications like diabetes, hypertension, Asthma and obesity, leading to an increased demand for therapeutics. Further, government initiatives and programs such as the digital India, Jan Aushadhi programs for promotion of generic medicines, telemedicine and E - healthcare initiatives to provide quality healthcare and medications to rural parts of India (Where more than 60% of the Indian population) are key parameters that make the e- pharmacy segment, a burgeoning market of the future. In spite of being a novel segment in the Indian E - commerce industry, it is anticipated to grow at a CAGR of over 20%, crossing the US\$ 3 Billion mark by 2024.

The report on 'India E-Pharmacy Market' provides a detailed insight into the current scenario of the e-pharmacy in India. It provides an in-depth analysis of the market dynamics, trends, benefits and consumer behavior analysis of the segment with special emphasis on the key opportunity areas that yet remain untapped. The report also provides the latest and updated details regarding legal requirements and cost analysis of starting an online pharmacy in India. The report concludes with challenges that the Indian online pharmacy market currently faces and changes that could be made to ensure maximum profitability in this highly lucrative segment.

### **3. PROBLEM DEFINITION**

People have a tendency to buy medicines from nearby stores that too without prescriptions. Their expectation as well as perception towards e-pharmacy is low due to the relation build with the nearby pharmacist. Also, the easy availability and discounts given by them, makes them their preferred partners. The usage of e-pharma varies across India, depending on the need of people and awareness level. The necessity of prescription in E-pharma, makes it a more difficult choice for buying medicine. Hence to build awareness for e-pharma for 1MG and knowing the consumer expectation and prescription towards the company, marketing activities and brand building was undertaken.

#### **3.1. Statement of Purpose**

For building awareness among the consumers for 1mg and understanding their behavior and satisfaction level in E-pharmacy in Tier-2 cities. Undertaking marketing activities to expand the business and building brand for a E-Pharmacy app: 1mg was chosen. Hence developing a process so that consumers can buy medicine online in a hassle-free way.

#### **3.2. Objective**

Objective was

- To create more awareness about 1mg.
- To increase app downloads in city.
- Brand building and increasing customer base in the city.
- Generate lead and convert them in customer.
- Practices were designed and implemented for retention of existing customers.
- To increase subscribers of health privilege card.

### **3.3. Approach to the problem**

- Tie ups with gyms, supermarkets, societies, schools were conducted to get multiple costumers at a point of time.
- Below the line activities such as pamphlet distribution was conducted with newspapers and directly in front of morning walk and aerobics clubs in the city.
- To retain customers, follow up procedure i.e. calling them every month is conducted to facilitate reorder
- Survey is also conducted to gather primary data and better understanding of the problem statement.

### **3.4. Tie Ups**

Various tie ups were made with Gyms, Schools, Societies, Parlors and Social groups. These were the main target contact points which would lead to the expansion of the E-Pharmacy company within a city. The various tie ups and the responses received from audiences are listed in the next pages

## Gyms

With increase in health products in market, 1mg have also listed many of the health products and health supplements on their app, which is required by people for different usages.

Collaborating with gyms and educating them about 1mg i.e. how to order these health supplements was a way towards it. 15 gyms were visited, information about 1mg was communicated with trainers and administrators. Trainers were looking for their margins as they get supplements from all the shops from where they usually purchase supplements or refer their customers about them. We got to know that trainers usually get products of many brands at 40 to 50% discount prices, whereas in 1mg, supplements vary from 10 to 20%, which is pretty high than the market price, as end customer gets these supplements at 25% to 30%.

Below are the responses from gym.

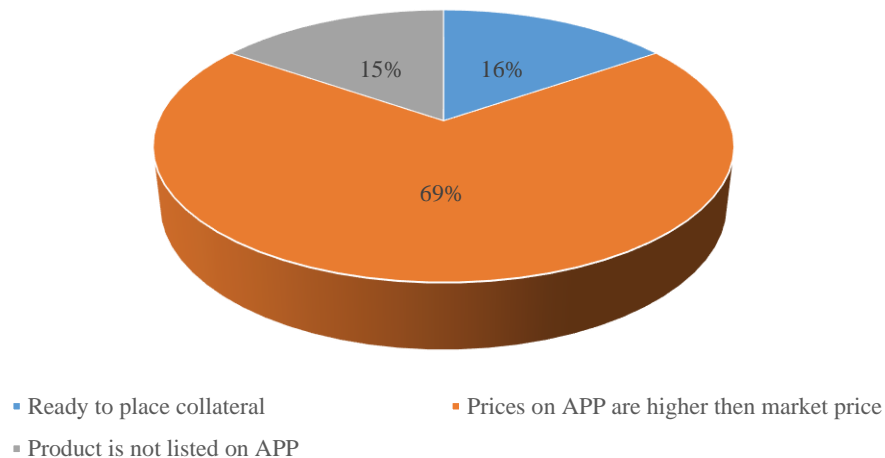


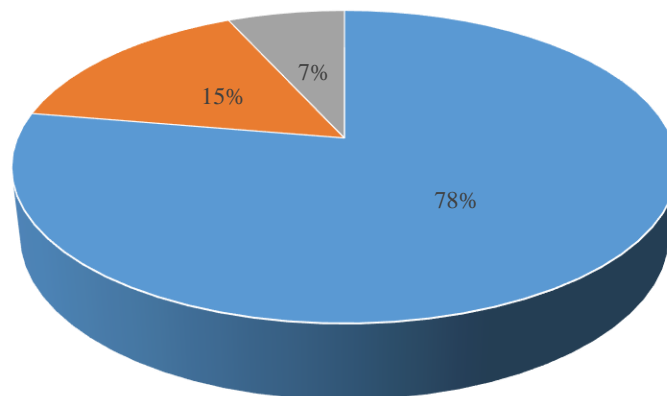
Fig.3.1 Responses from Gyms

## Parlors

Tie ups with parlors were meant for promoting medicated beauty care products and dermatologist recommended products to the customers. 1mg has all the medicated skincare beauty care and haircare products at discounted prices, which are easily available to customers at low prices at door step.

Responses of parlors were mainly:

- That they do not use any medicated product, they only use brands like L'OREAL, matrix, etc. or
- They do not suggest any medicated products to customer.



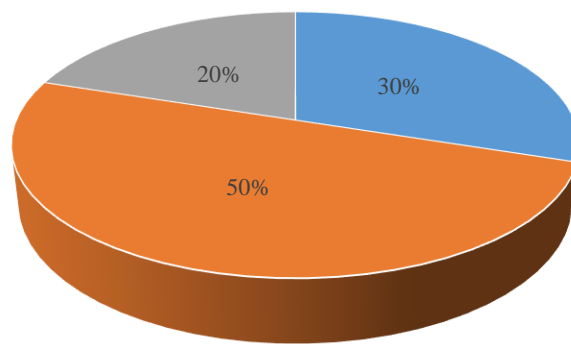
- Use brands like loreal, matrix, etc
- will understand the APP first
- Ready to place collateral and suggest IMG to customers

Fig 3.2 Responses from Parlors

## Schools

Day boarding schools provide a very good customer base as students require different medicines, some require them on a monthly basis. 1mg is best suited for them as they get medicines at discount and they do not have to go anywhere for it. It will be delivered to them at their school premises.

Schools responses are presented below:



- Require only First Aid and basic products
- willing to do tie up, If they get atleast 25% discount
- Discuss with administration

**Fig 3.3 Responses from Schools**

## Societies

Society activation program is one of the most responsive campaign by 1mg. It has been conducted from the past year, and it's very convenient to track the responses as well.

Here canopies are set up in societies where promoters distribute the pamphlets and some health monitoring is conducted such as blood sugar, blood pressure and weight, which attracts residents to canopy. Meanwhile they are informed about 1mg, how they can order medicines online at discounts. Leads are also generated from these canopies for which further follow up is conducted to convert it into orders.

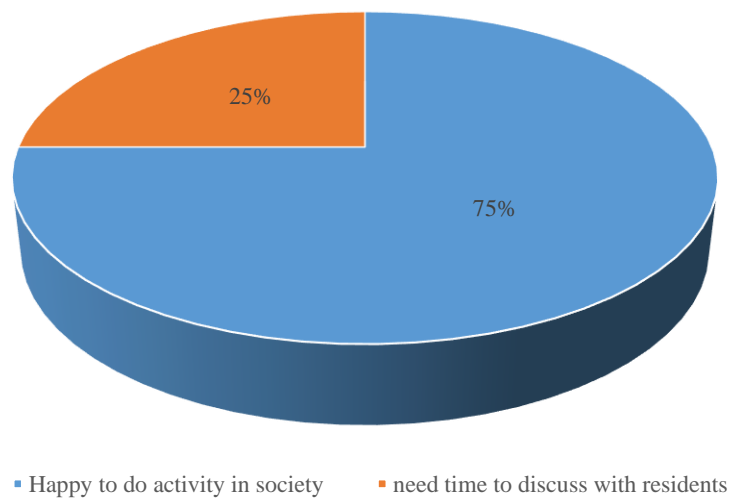


Fig 3.4 Responses from Societies

## Social Groups

Social groups are a group of people of same interest or religion, who meet on regular basis i.e. monthly or quarterly, to have fun and spend some quality time with friends and family. They provide a good customer base as there are minimum 50 families registered in a group. The groups were approached to inform its members about 1mg through canopy and various health monitors.

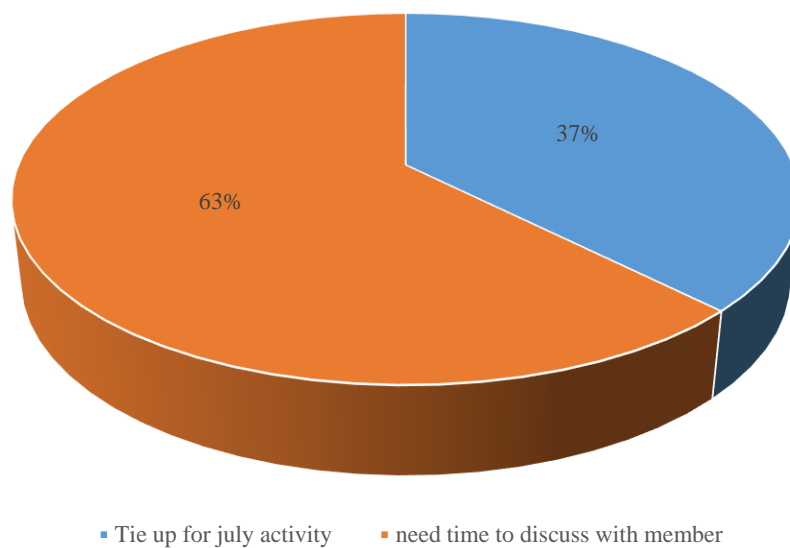


Fig 3.5 Responses from Social groups



### Super markets

Tie ups with supermarkets was also a way to make consumers aware about 1mg.

Meetings were held with store managers of:

- Decathlon
- METRO
- Best Price, and
- Big Bazaar

A canopy was set up in Big bazar and 2 promoters were appointed dedicatedly for it who used to tell people about 1mg, sell HP Cards and take their contact details for leads.

#### **4. SCOPE OF THE STUDY**

1. Direct communication with the authorities of different organizations, such as schools, social groups, parlors, gyms, etc.
2. An insight into customers and consumers' thoughts, by interacting directly with them.
3. To learn about the expectations of customers.
4. It also aids in understanding the competitors and their policies in the market.
5. To understand Vendor processes in depth.

## 5. RESEARCH METHODOLOGY

The research designs used were descriptive, correlational as well as semi-experimental.

- **DESCRIPTIVE RESEARCH DESIGN** – It's used to understand the basic characteristics of the population: whether they're early adopters or laggards. For descriptive research, a survey was conducted using a questionnaire.
- **CORRELATIONAL RESEARCH DESIGN** – observational study was also conducted during on-field work and supervision of BTL activities.
- **SEMI-EXPERIMENTAL RESEARCH DESIGN**- A proposal of a creative promotional idea which uses a useful device to do the promotions and its budget had been approved.

The basic nature of research is **exploratory** and not confirmative because there was no priori hypothesis that was being tested, rather an attempt was to generate a posteriori hypothesis. This implies there's no specific hypothesis in hand before the research and new discoveries will be made as inferences to the research.

### Sample size

A Research was conducted to understand the level of understanding of people about online pharmacies and operation of 1mg. Responses were collected from 272 respondents and a bunch of questions were asked to them. Later, their answers were analyzed and interpreted to draw a conclusion from it.

### Data Collected from Secondary Research

- Studied various platforms of E-Pharmacy industry such as netmeds, Pharmeasy, etc.
- Studied whole working of organization in context of customers and vendor
- Working methodology of company and vendor

- Basic understanding of Medicines.
- What valid prescription is?
- Data of parlors, gyms, schools, social groups etc.
- Customer details for retention procedure.

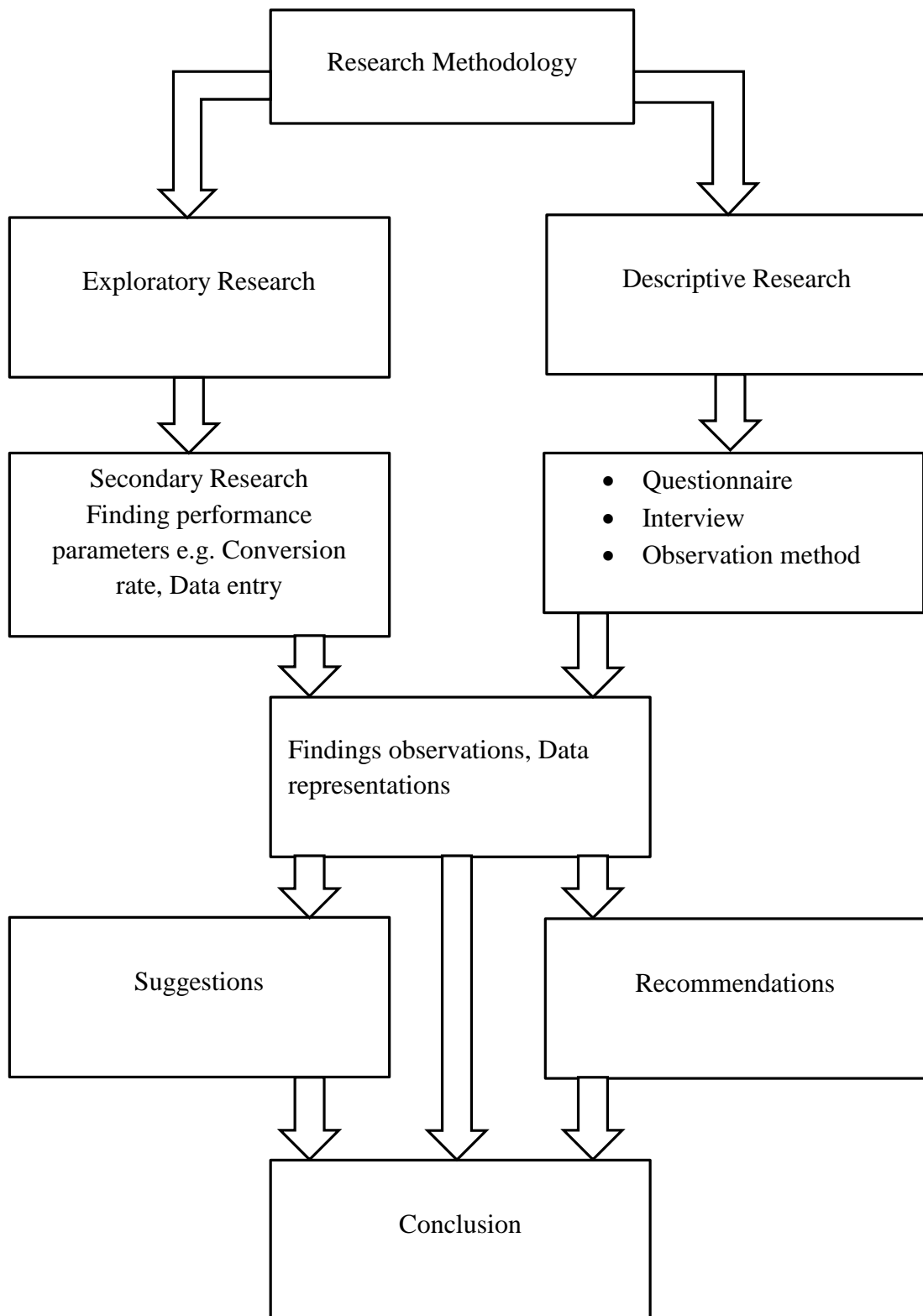
#### Data collected from Primary research

- Demographic Background of respondents
- Level of awareness about online pharmacy
- Level of awareness about 1mg
- Sources of information-to understand Research
- Hindrances faced by customers in ordering online
- Comparative preferences between discount, cashbacks, home delivery, etc.
- Best way to get the communication about 1MG.

#### Questionnaire Development and Pretesting

A questionnaire was developed with an objective to analyze the level of awareness of 1mg among the consumers, understanding their perception towards online pharmacy. Pretesting was done in house with the other stake holders of the company and accordingly changes were made.

Research Flow



## 6. ANALYSIS AND FINDINGS

This is just a basic introduction of the respondents, majority of them are young population i.e. they are from age group of 18 to 35. It is a segment that consists of individuals who are mostly updated about products, and are ready to accept new things. The next age group category is of people aged between 36 and 60. As we are in online pharmacy, these 2 age groups cover the people who are most likely to buy medicines. Here, all age groups have been covered, even few people were from above 80 age group. This is done in order to have a sample for overall and clear view of population. Gender ratio is almost equivalent which is: 42.3% respondents are female and 57.7% are male. It also tells us about their city. (basically which tier city they are from.) Maximum respondents (47.8%) are from tier 1 cities, 43.4% from tier 2 cities and 8,8% from tier 3 city.

Your age  
272 responses

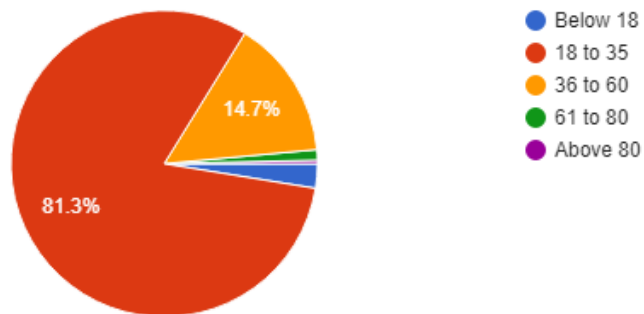


Fig 6.1

### Your gender

272 responses

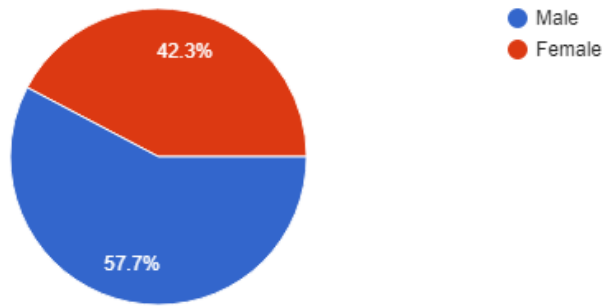


Fig 6.2

### Your city

272 responses

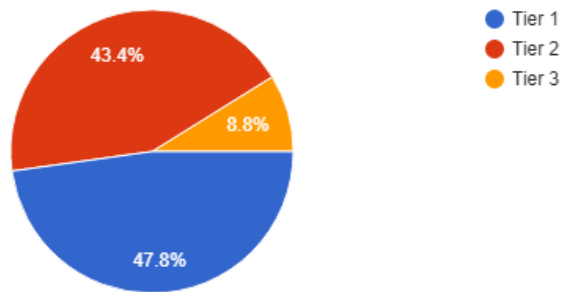


Fig 6.3

Below presented responses tells us about the awareness of online pharmacy. 87.1% of the respondents know that they can order medicines online through mail, app or website and these medicines will be delivered at their doorstep with the best available prices, with a good coverage in a period of 5 years. As online pharmacies are new in India and is still at a stage where it is updating people about their operation and cheap prices.

Are you aware about online pharmacies?  
272 responses

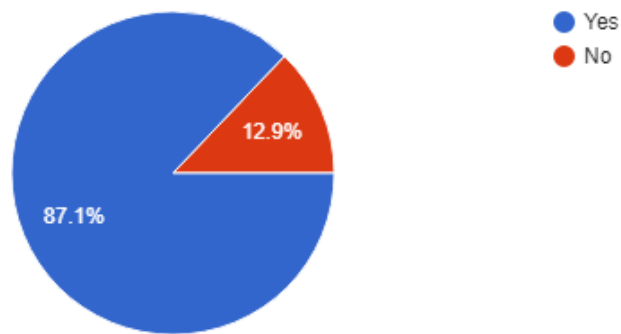


Fig 6.4

Next question was about the preference of customer: from where do they prefer to buy medicines. Options had names of few competitors and nearby chemists. Here 87.5% people prefer to buy from nearby chemist. Also, responses show that 1mg is most preferred among the online pharmacies i.e. 9.93%.



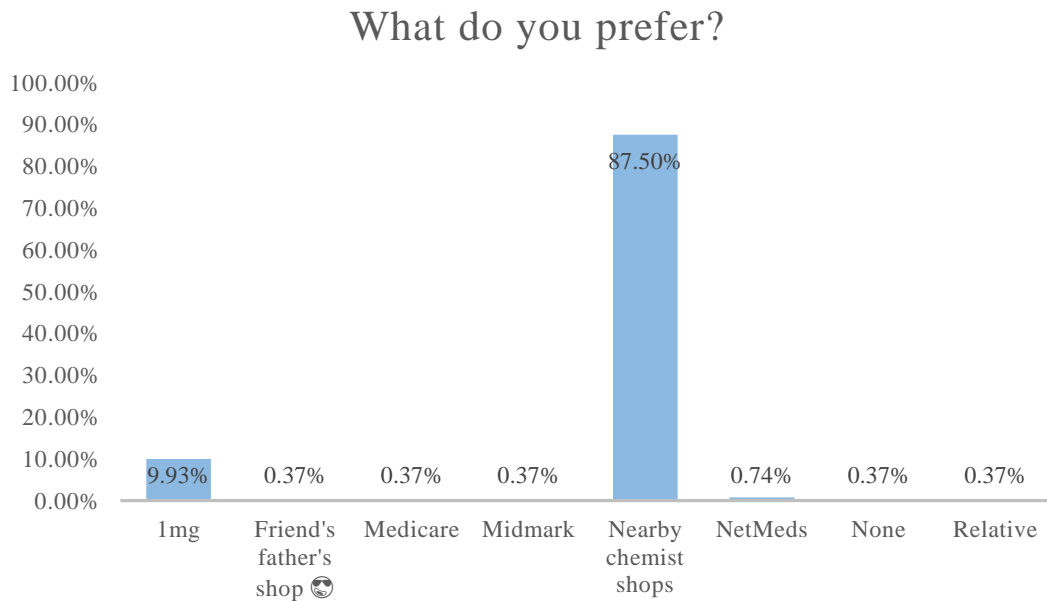


Fig 6.5

Another question was about level of awareness about 1mg. There are various levels of awareness starting from 'don't know about app' to 'frequent user'. Maximum people are not aware about 1mg and rest 33% are aware of it but do not have app.

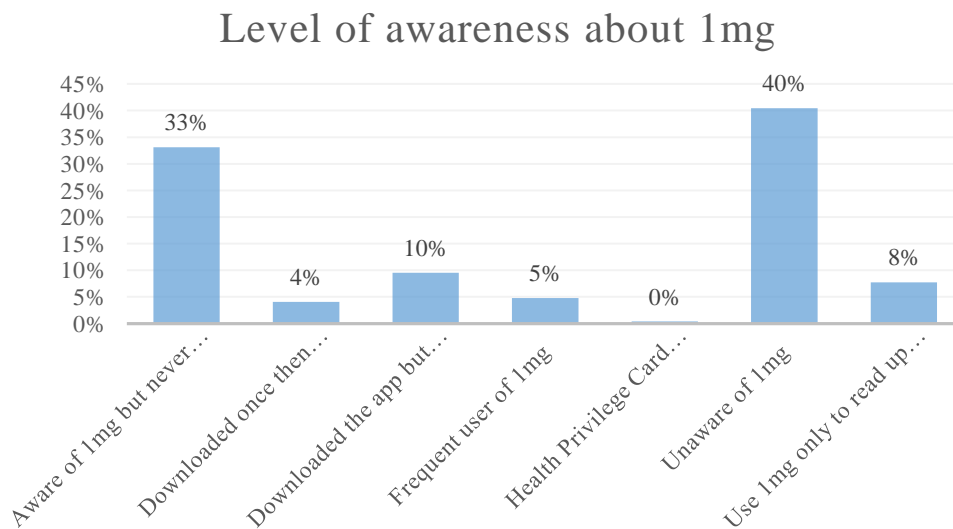


Fig 6.6

## Source of information

Here, it was observed that maximum number of respondents get to know by word of mouth and 23% by advertisement on social media, which clearly shows that company cannot ignore the impact of social media activities.

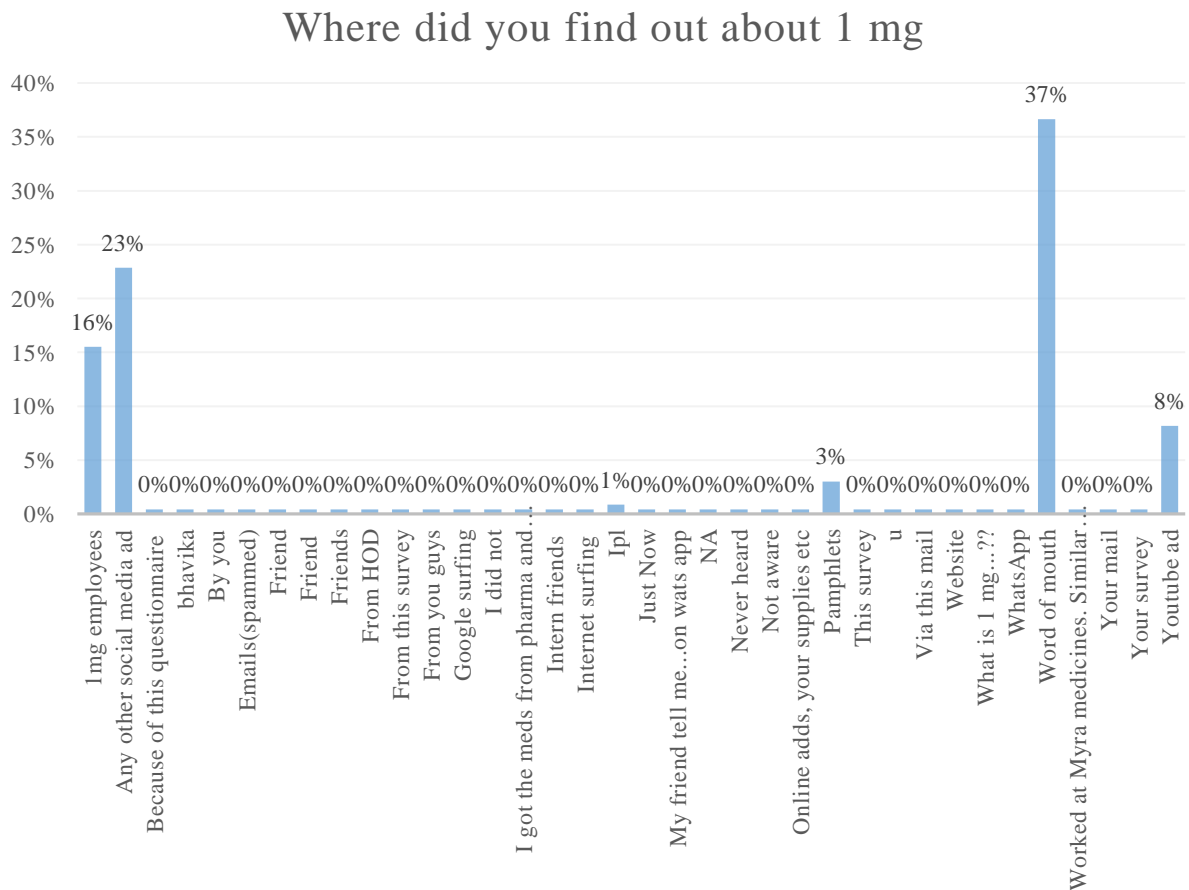


Fig 6.7

The next chart shows the order in which benefits attract customer. The winner here is home delivery followed by discount, free gifts and additional cashbacks respectively. Consumers are most attracted by home delivery as it is something new offered by pharmacy and E-commerce industry to them.

Rate the following benefits in your order of preference ( I = Most attractive and IV= Least attractive)



Fig 6.8

Major hindrances are that people are still not aware about 1mg and others are comfortable about existing pharmacies as they are providing both discounts and home delivery to the customers.

What hinders (stops) you from ordering online?

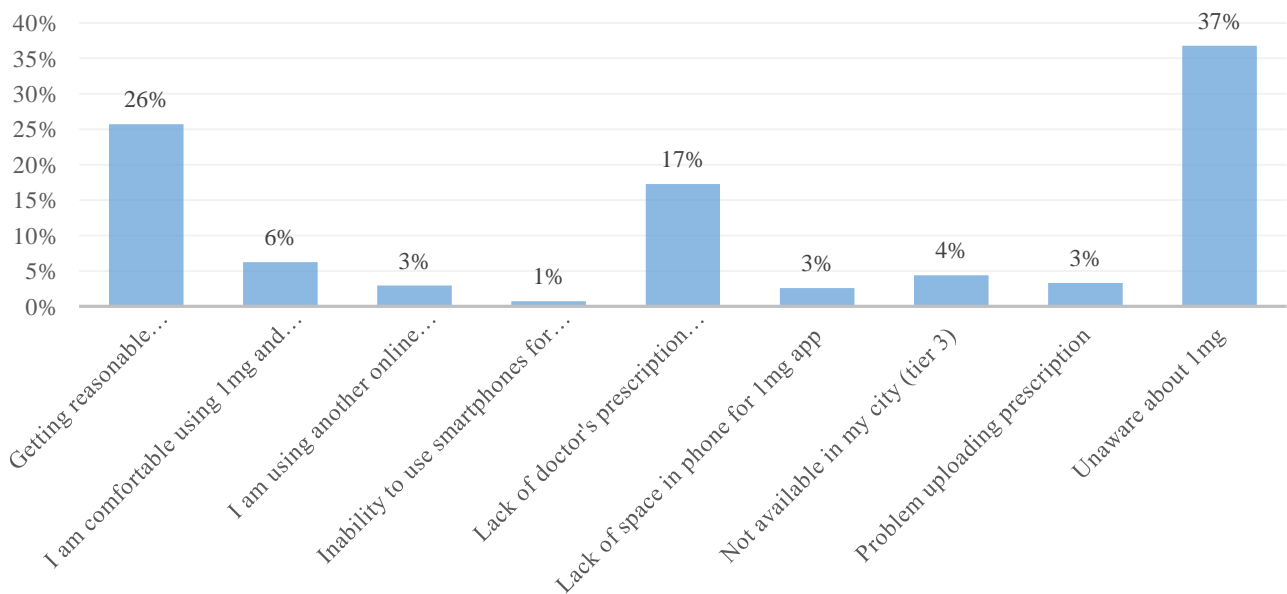


Fig 6.9

The audience believes that advertisement on social media is the best means to communicate and tell about 1mg to them and their friends. From above results also we can conclude that social media is an important part of corporate world, especially E-commerce.

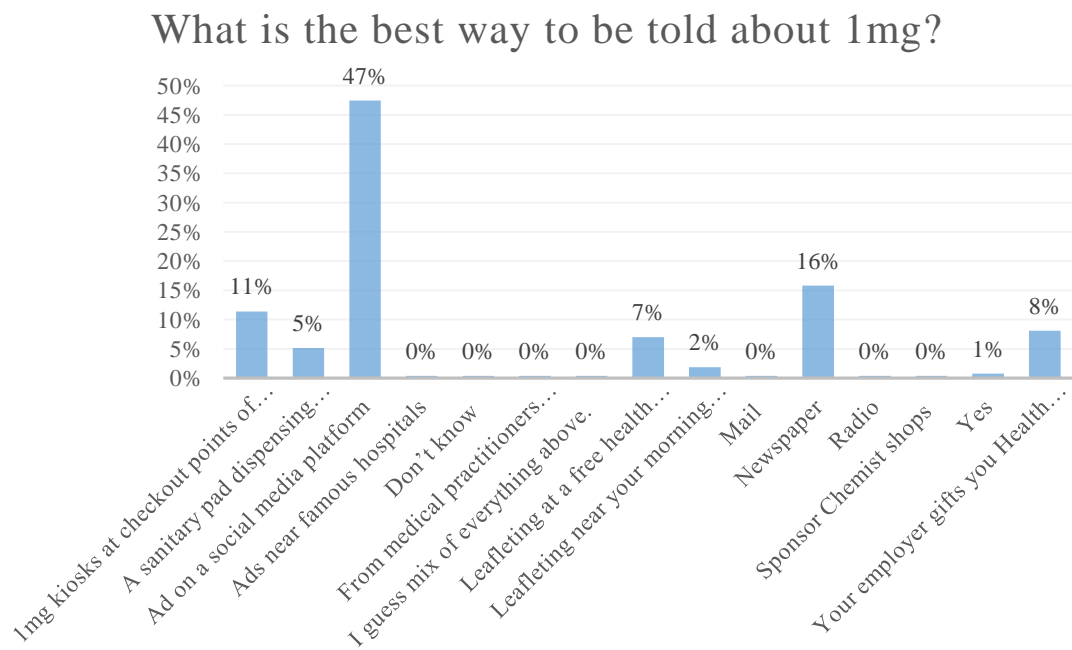


Fig 6.10

## Business model

Below chart shows the business model in the form of a service blueprint followed by major online pharmacies such as 1mg.

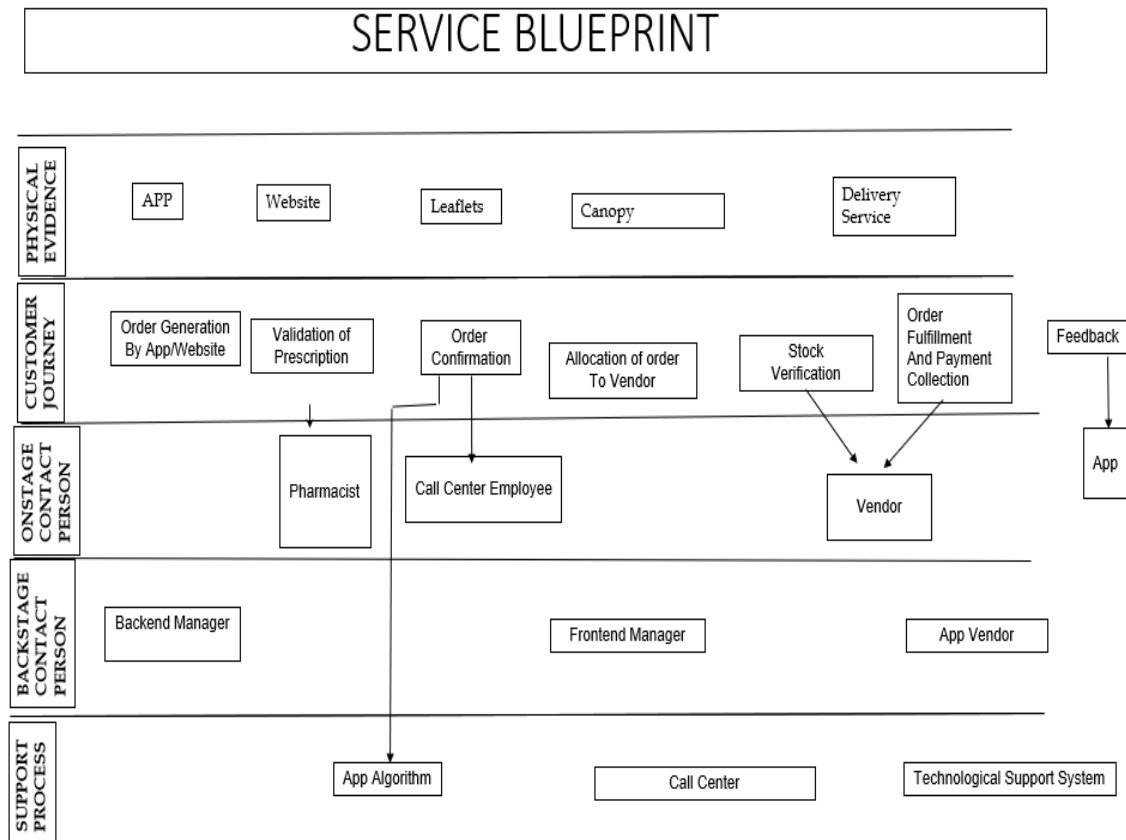


Fig 6.11 Service Blueprint

## Working method of company (app)

1. Customer uploads prescription and place their order
2. Backend pharmacist team verifies the prescription
3. Customer care team calls the customer to verify the name of medicine and Quantity required
4. After customer's confirmation, the order goes to the assigned vendor as per the pin code
5. Then, vendor delivers the product to the customer as per the availability in the market

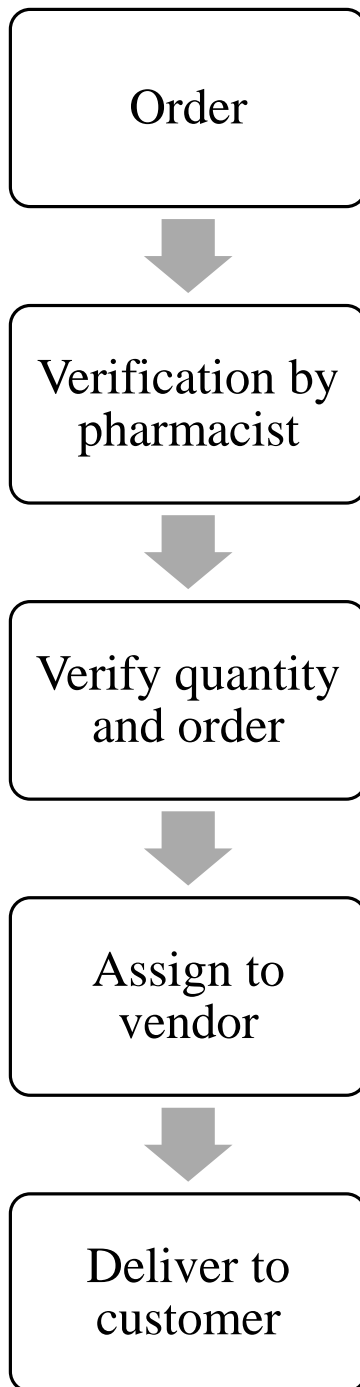


Fig 6.12 Working method (From Order to Delivery)

### How do vendors work?

1. They receive order from customer, with customer details and medicine's name and quantity
2. Vendor checks the availability within market and confirms the order, otherwise cancels the order
3. If product is available, then they make the purchase
4. The order is then packed and delivered
5. Money is collected if payment mode is COD, or they get it from company after deducting their charges, if it is prepaid.

## 7. RECOMMENDATIONS

1. To undertake above the line marketing activities:

Above the line activities are the one which have mass penetration and covers many people at a time. 1mg should also undertake more of ATL activities to reach target audience at large and to acquire costumers. Above the line activities such as advertisement, social media platforms will help to reach them.

2. Indulge more in digital and social media marketing:

Being an online pharmacy, 1mg should use digital platforms and social media for promotions of the company and services offered by them. Social media nowadays is one of the easiest and cheapest way to target large audience at a same point of time.

3. City Influencers:

City influencers are the people who really know the city from heart, they also know what people will like and how to present it in front of them. For eg: companies in Indore should approach city influencers, may be bloggers of influential page such as Indori Zayka with 1,47,000 followers and Indore Food Explorer with 1,16,000 followers, for promotions as they are kind of local guide for an age group of 16-30 in the city.

4. Corporate Tie Ups:

Tie ups with corporate sector companies for health privilege card. Where companies will provide their employees with health privilege cards. This will give a new and large customer base to the company.

5. More penetration in the existing market is also required.



6. Boosting techniques:

To increase app download in new cities boosting techniques on Facebook can be conducted. We can also decide the age group and demographic area for promotions and boosting.

## **8. LIMITATIONS**

1. Being a new industry, no industry reports are available online.
2. Study was limited to a single city
3. It was hard to convince customers about easy delivery of medicines
4. Prescriptions were not available with all customers and it created problems for new customers to order online.
5. Below the line marketing was not sufficient to reach this audience.

## 9. EXHIBIT

Customer Perception

\* Required

**Email address \***

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**Your age \***

- Below 18
- 18 to 35
- 36 to 60
- 61 to 80
- Above 80

**Your gender \***

- Male
- Female

**Your city \***

- Tier 1
- Tier 2
- Tier 3

**Are you aware about online pharmacies? \***

- Yes
- No

**What do you prefer? \***

- Nearby chemist shops
- 1mg
- Other:

**Your level of awareness about 1mg? \***

- Unaware of 1mg
- Aware of 1mg but never downloaded the app
- Downloaded the app but never ordered using 1mg
- Use 1mg only to read up about medicines
- Downloaded once then deleted it
- Frequent user of 1mg
- Health Privilege Card holder

**Where did you find out about 1 mg**

- YouTube ad
- Any other social media ad
- Word of mouth
- 1mg employees
- Pamphlets
- Other:

**Rate the following benefits in your order of preference (I = Most attractive and IV= Least attractive) \***

I  
II  
III  
IV

- Home Delivery
- Discount
- Free Gifts
- Additional Cashbacks

**What hinders (stops) you from ordering online? \***

- Unaware about 1mg
- Getting reasonable discounts/delivery facilities from nearby chemist
- Inability to use smartphones for such orders (Technology averse)

- Lack of space in phone for 1mg app
- Lack of doctor's prescription (Lost/Misplaced/Self-medication)
- Problem uploading prescription
- I am comfortable using 1mg and frequently order
- I am using another online pharmacist
- Not available in my city (tier 3)

**What is the best way to be told about 1mg? \***

- Newspaper
- Leafleting near your morning walk/aerobic area/gym
- Ad on a social media platform
- Leafleting at a free health checkup camp in your locality
- 1mg kiosks at checkout points of shopping destinations like Big Bazaar, Decathlon, Best Price etc.
- A sanitary pad dispensing machine at a washroom of a famous place with 1mg ad on its front
- Your employer gifts you with Health Privilege cards
- Other:

## 10. BIBLIOGRAPHY

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7. <http://www.quora.com>