

**ASSIGNMENT**  
**E-COMMERCE**

Name- Prerna Bhatia

Class- B.Com (Hons)

Roll No.- BCH/16/360

**PHARM EASY**

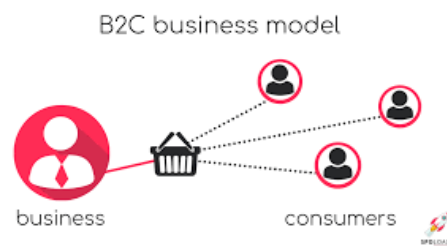


**About the Company**

**An E-COMMERCE company which uses a mobile app and web technology to offer the quality health care products to customers at affordable rates. It is a type of ecommerce. It is a mobile based application. It is the best use of Mobile, App and Web Technology to make sure that everyone get access to the best health products, with attractive discounts in the shortest time possible.**

**Dharmil Sheth is well-known for his unique start-up ideas and PharmEasy is being one of them. He is a born entrepreneur, who always wanted to bring a change in the community by making things**

better. And so, he did it in his way. In 2015, he set up a successful healthcare start-up called PharmEasy. The PharmEasy app ensures any patients all over India to get the original medicines from authentic pharmacists. In fact, PharmEasy is much feasible for consumers to connect with local pharmacies. So, they need not go outside for the medicines they needed.



**Discovered by:**



**FOUNDED:** 2014

**HEADQUARTERS:** Mumbai

**CEO & CO-FOUNDER** : Dharmil Sheth, Dhaval Shah

**REVENUE** : Rs 637 Crore

**Net Worth/Valuation**: \$700 Million (Nov 2019)

**INDUSTRY SECTOR**: E-commerce

**EMPLOYEES** : 1001 to 5000 Employees

## **How Pharm Easy Works ?**

### **STEP 1**

**The consumer upload the prescription.** As soon as their prescription is completely submitted, they receive it.

Pharm easy have tied up with many pharmacies that have multiple qualified pharmacists on board who scan thousands of products to provide us with the relevant and useful information about our medicines.

### **STEP 2**

**The delivery agent collects our prescription and gets it validated at the store.** The sale of medicines is governed by various laws. Therefore, it will be handled under the supervision of a pharmacist on the basis of a valid prescription by a registered medical practitioner.

The pharmacist then gathers all the required medicines. In case the prescription contains salt names and not brand names, the pharmacist will call us regarding the substitutes available or we can call the pharmacist and seek counsel. Please keep in mind that we pick up prescriptions from customers for verification and only then we deliver medicines. Once the prescription is verified at the store, then the order is dispatched for delivery. The medicines are sealed in a special PharmEasy package.

### **STEP 3**

Then, **delivery agent will collect the package and bring it to our**

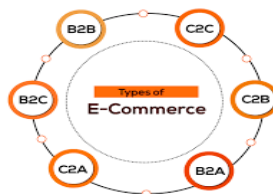
**doorstep!** We offer hassle-free doorstep delivery of medicines. Payment for medication can be made on delivery via COD or online via the app.

**PHARM EASY IS A TYPE OF E-COMMERCE. SO, LETS COMPARE DIFFERENT ASPECTS OF ECOMMERCE TO GET BETTER UNDERSTANDING ABOUT IT.**

**Features of Pharm Easy**

1. Globalised coverage
2. Cost saving
3. Ease and access to information
4. Complex network
5. 24/7 availability
6. Dynamic technology
7. Improve efficiency in dealing
8. User friendly and commercially popular technology
9. Wider application and accessibility

**Categories of E-commerce**



**1. BUSINESS TO CONSUMER (B2C)**

Sells products and services directly to consumers.

**2. BUSINESS TO BUSINESS (B2B)**

Sells products or services to other businesses or brings multiple buyers and sellers together in a central market place.

**3. CONSUMER TO CONSUMER (C2C)**

Consumers sell directly to other consumers.

#### **4. CONSUMER TO BUSINESS (C2B)**

Consumers fix price on their own, which business accept or decline.

**From, above information we can conclude that pharm easy is a type of business to consumer (B2C) Category of E-Commerce**

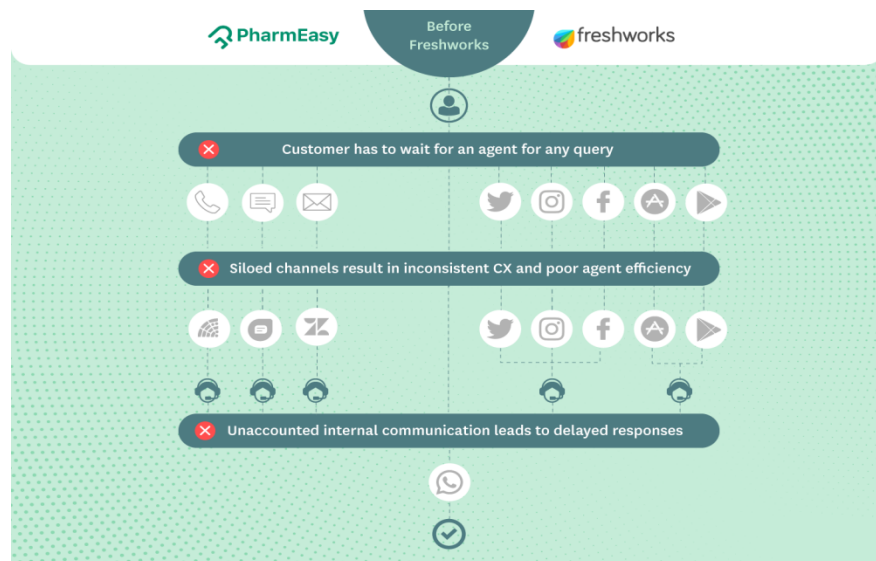
### **Some features of Pharm Easy as an B2C E-Commerce are as follows –**

- 1. Selling of goods and services to customer and transaction takes place through internet.**
- 2. Pharm easy is normally termed as an E-commerce and it takes place using web-based technologies.**
- 3. Company sells products and services directly to customers.**
- 4. It includes virtual malls which are websites that host many online transactions.**
- 5. Pharm Easy e-commerce includes to the buying and selling of goods via the Web retailers to Web customers.**
- 6. This really is the same thing as B2B e-commerce with one major difference. With B2B implementations, the parties are “Trusted Business Partners” who have an established business**

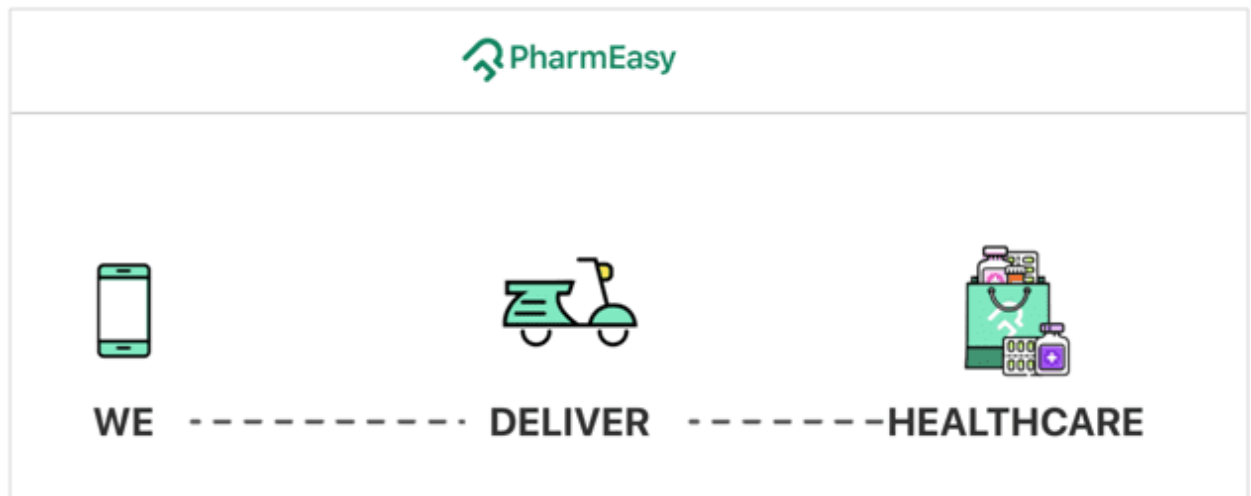
*relationship. However, with B2C e-commerce, the retailer is often selling to unknown, untrusted strangers.*

## **PHARM EASY IS A PURE ONLINE/ PURE PLAY BUSINESS**

- A pure play is a company that focuses on only one line of business.
- These are different than diversified companies, which have diverse product lines and sources of revenue.
- Pure plays have easy-to-understand cash flows and revenues and tend to cater to a niche market.
- Pure plays tend to do poorly in bear markets and come with a higher degree of risk.



## **SUPPLY CHAIN MANAGEMENT**



- PHARM EASY IS PROVIDING RIGHT PRODUCT, RIGHT PLACE, RIGHT TIME, RIGHT CONDITION.
- Logistics is critical in the highly regulated business of pharmaceuticals.
- PharmEasy does not process orders without a valid prescription.
- Each order is inspected by the customer upon delivery and they reserve the right to return the medicines at their doorstep.
- At their scale, it's imperative for us to solve logistical challenges via technology rather than more manpower. Thus, technology is the backbone of their logistics operations.

- PHARM EASY IS TAKING PROPER CARE OF GAME OF 4'S COLLABORATION , CO-OPERATION AND CONNECTIVITY.

So, logistics operations work this way:

1. Riders pick up prescriptions from customers. They then pick up medicines for those prescriptions from a licensed pharmacy. Lastly, they deliver it to customers. They decided fairly early in our evolution that they needed to track their riders performing each of these actions. So, the classic question of whether to build the solution in-house versus using a third-party solution got them thinking.
2. They concluded that the rider app to manage pickups and deliveries was core to their business and they had to own it, as well as deeply integrate it with their order management backend. They use a number of 3rd party APIs in their stack. This is no longer an option. HyperTrack
3. is the smart way of doing things and the need of the hour.
4. The use cases they have built with HyperTrack are [order tracking](#) and [workforce monitoring](#). So far, it has turned out to be a fraction of the cost they would have incurred if they had tried to do this in-house.

#### Few problems that they have solved with HyperTrack.

- Workforce Monitoring
    - Reimbursements Using Mileage Tracking (Planned for Future)
- PLACES THEY DELIVER**
- They provide healthcare services across 1200+ cities in India, including Mumbai, Delhi, Kolkata, Bengaluru and Ahmedabad.



- In addition to the pharmacy services the company also offers diagnostic tests at doorstep, at up to 60 per cent discount. Currently available in five cities, viz., Mumbai, Navi Mumbai, Thane, Delhi and Kolkata, the diagnostic services are expected to be launched in Bengaluru.

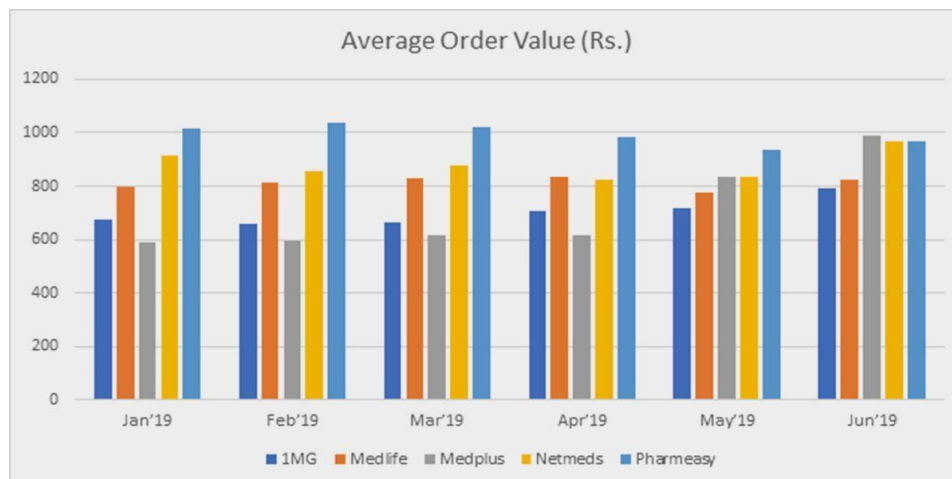
## FUNDING

PharmEasy has raised \$323.7 m in total funding across 4 funding rounds for a \$700 m valuation.

## COMPETITORS

**PharmEasy's competitors**

- MED PLUS
- Ranger Health.
- Myra Medicines.
- Hello Heart.
- Script Drop
- 1MG
- Med life

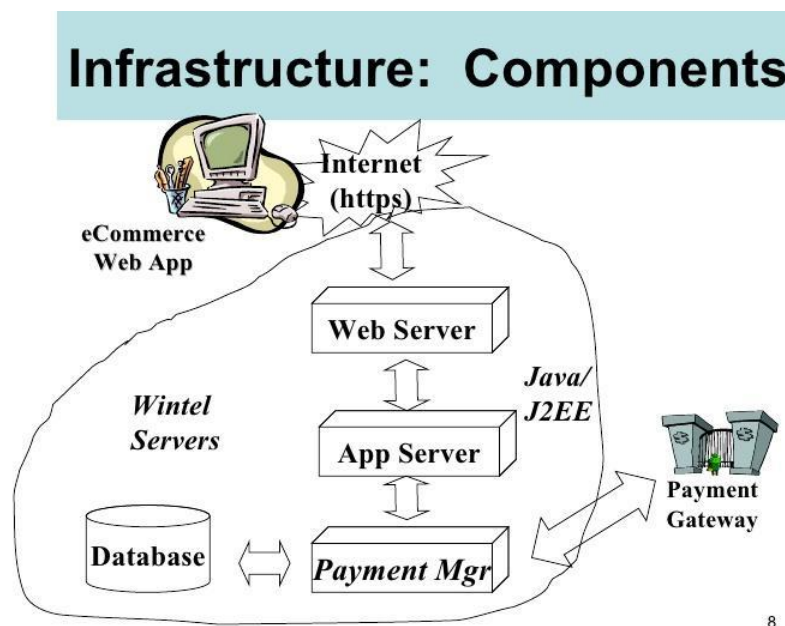


# **INFRASTRUCTURE OF PHARM EASY**

- Hardware and Software

1. Web server
2. Application server
3. Transaction server
4. Proxy server
5. Security
  - a. Document security
  - b. Customer privacy
  - c. System security

On the internet, server is computer or program that responds to commands from a client.



## **Infrastructure cost include:**

- Capital equipment costs
- Network costs
- Operational costs
- Security



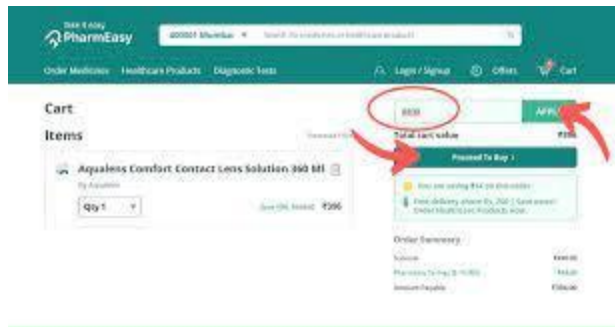
## **PHARM EASYAS AN M-COMMERCE**

- PharmEasy is India's top rated online pharmacy app. With this app, you can buy drugs online and have them delivered to your home in selected cities within 24 to 48 hours. Download the app now to take care of all your health needs.
- More than 50 Lakh customers trust our application to order medicines online at approved retail pharmacies and to book diagnostic tests with third-party laboratories.
- PharmEasy is an online medication delivery application that also allows you to purchase health products, over-the-counter products and medical devices online. With the PharmEasy app, you can also easily book diagnostic

tests, including online blood tests, whole-body tests and other preventive medical exams, at home, at affordable costs. Save up to 70% on online drug purchases and select health products and services.

## **WEB PROMOTIONS OF PHARM EASY**

- Domain name publicity
- Registration with search engine
- Banners , pop-ups and sponsored links
- Content marketing
- Reputation management
- Influencer outreach and networking
- Email list building
- Social media advertising



## LATEST NEWS RELATED TO PHARM- EASY

- **Prosus Ventures**, previously known as Naspers Ventures, is in the final stages of investing around

## **\$200 million in online pharmacy platform**

PharmEasy amid the wider consolidation in the space, a person directly aware of the matter said.

- Once completed, PharmEasy is expected to be valued at upwards of **\$1 billion**. An application for the investment approval has been filed with the Competition Commission of India (CCI).
- “Prosus was initially looking to invest around **\$100 million but the size has nearly doubled**. This would be for a mix of primary and secondary investment in PharmEasy's parent firm API Holdings,” the person aware of the matter said. **The approval sought from CCI is through the ‘green channel’, which is meant to fast-track investments that have no major adverse impact on competition.**



