



# E-PHARMACY

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## ABSTRACT

*In India, a pharmaceutical firm is the country's third largest and fastest growing business. Because consumers are accustomed to getting pharmaceuticals with a click of a button rather than travelling to a pharmacy, buying drugs online has become the most preferred practice worldwide. In this paper, we propose a system where time is saved by employing this management system, and there is a very little risk of errors occurring. We can instantaneously check the record, which is not feasible with manual procedures. It aids in the effective completion of jobs in the store. The website is user friendly and very easy to use and can order any medicine and can also upload the prescription given by the doctor and can order the medicines.*

## 1. INTRODUCTION

An online pharmacy is that offers pharmaceuticals via the internet. For more than two decades, the notion of online pharmacies and online drug sales has been popular across the world. Our website is both a very easy and a very rapid manner of receiving medicine, especially for persons who live far away from a traditional pharmacy, the elderly, disabled people, and those who work tirelessly. Following the World Health Organization's classification of Covid-19 as a worldwide pandemic, ePharmacies have become a more common form of acquiring medication as a result of the quarantine measures imposed by several countries to combat the virus's spread.

E-pharmacy is a type of pharmacy that operates via the Internet and provides orders to customers by mail, shipping firms, or an online pharmacy web page. According to the analysis, the global e-pharmacy market was worth around USD 42.32 billion in 2018, and it is

predicted to be worth around USD 107.53 billion by 2025, with a CAGR of about 14.26% between 2019 and 2025. (Globe news wire 2019) 7. PharmeasyMedlife, 1MG, Netmeds Myra, CareOnGo, and Pharma Safe are just a few of the major e-pharmacy players. Medlife is the market leader in India, accounting for over 30% of the whole e-pharmacy market.

## 2. How does an E-pharmacy model work?

Customers must upload a scanned photocopy of their prescription before submitting a medicine request.

All orders must be vetted and approved by pharmacists who are registered with the state.

The verified prescriptions are sent to the pharmacy, where the pharmaceuticals are dispensed by licensed pharmacists.

The Information Technology Act of (2000) regulates internet pharmacies and encourages customers and

pharmacies to communicate with one another. This act also applies to electronic records and online communications.

### 3. Review of Literature:

In today's extremely competitive environment, businesses are being forced to change their approaches to entrepreneurial activity. As a result, companies are rewriting their previous strategies in order to supply customers with new and distinctive value - value that combats commoditization and current margin erosion. This involves changes in market servicing and customer value generation (Khalifa, 2004; Smith and Colgate, 2007), as well as a higher emphasis on innovation and long-term client relationships (Kannegiesser, M., 2008; Lostakova et al., 2009). The historical tendency has been to consider the customer as the closest business partner, with the end user in the lead, to a holistic view of the chain/network of customers both inside and outside the organization (Branska et al., 2012). A customer's value is improved when the ratio between what he or she receives and the work required to obtain it is maximized (Kotler and Keller, 2013). The value an organization delivers its consumers has a significant influence on the behavior of the other parts of the value chain. It entails implementing differentiated value network marketing (Kumar, 2008), which is centered on managing network value from manufacturers to end users.

The study's findings show that when it comes to the relevance of retention support tools, the e-pharmacy sector is not homogeneous. It's critical to segment consumers and apply a distinct approach to partial segments when it comes to getting them to buy again and developing customer loyalty. This indicates that the analyses' findings support the working hypothesis. H2: E-pharmacy customers can be categorized depending on the perceived usefulness of the retention strategies used by e-stores.

Loyalty programmes and other website retention support tools, which are based on repeat visits or transactions, are a common way to build long-term online customer connections. Persuading e-pharmacy consumers to buy regularly is a four-step process, according to research done to assess perceptions of the effectiveness of retention support tools. In terms of content, the discovered variables correspond to the sort of additional value that a consumer acquires as a result of making

several purchases from the e-shop (discounts, prizes, information and gifts). Information obtained from other clients' referrals or through online counselling has shown to be the most effective component for e-pharmacy customers.

The results of the conducted analyses confirmed both working hypothesis H1 (e-pharmacy customers can be purposefully segmented based on the perceived importance of retention tools used by e-shops) and hypothesis H2 (e-pharmacy customers can be purposefully segmented based on the perceived importance of retention tools used by e-shops). The results are subject to certain limitations due to the fact that the study was performed among clients of a single e-pharmacy.

### 4. CONCLUSION:

Our concept is beneficial since the online pharmacy is simple to use and accessible online, allowing users to purchase medications without having to visit a pharmacy and obtain prescriptions without having to contact a doctor.

Our method is beneficial to those who want to save time. They do not need to waste time going to the shop to get medicine; instead, they can quickly order medicine from the comfort of their own home or place of business in a matter of seconds.

It has been a great pleasure for us to work on this exciting and challenging project. This project proved good for me as it provided practical knowledge of programming in HTML, CSS, PHP, java script and about all handling procedure related with "E-Pharm". It also provides knowledge about the latest technology used in developing web-enabled applications and client server technology that will be in great demand in future. This will provide better opportunities and guidance in future in developing projects independently.

### Conflict of interest statement

Authors declare that they do not have any conflict of interest.

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