



**MARKET VIABILITY AND BUSINESS STRATEGY FOR WAH MEDS:  
A DIGITAL MEDICINE DELIVERY PLATFORM**

**Ammara Ashraf<sup>1</sup>, Muhammad Shaheer Imam<sup>2</sup>**

**Affiliations:**

<sup>1</sup> MBA in Supply Chain  
Management,  
Air University School of  
Management (AUSOM), Islamabad  
<sup>1</sup> ammaraashraf001@gmail.com

<sup>2</sup> MBA in Supply Chain  
Management,  
Air University School of  
Management (AUSOM), Islamabad  
<sup>2</sup> mshaheer1515@gmail.com

**Corresponding Author/s Email:**

<sup>1</sup> ammaraashraf001@gmail.com

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**Abstract**

*This research study explores the viability of launching an online medicine delivery service, Wah Meds, in Wah Cantt, Islamabad. The service aims to address the challenges faced by residents in accessing medicines, such as limited pharmacy hours, inconvenient locations, and mobility issues. The study delves into market research, identifying the target population and their needs. Many of these solutions, including switching to ready-to-administer premixed solutions, have helped pharmacies overcome immediate challenges while simultaneously accelerating long-term organizational goals.*

*It outlines a proposed business model, focusing on partnerships with local pharmacies, a robust technology platform, and efficient delivery logistics. This article gives detailed information about initial problems and concerns, decisions that were made to address those challenges, and how those solutions not only helped one urban and semi-urban health system operate effectively but also propelled it to reach long-term quality of care objectives. The financial implications, operational plan, and marketing strategies are also discussed. A SWOT analysis of the competitor, to highlight the strengths, weaknesses, opportunities, and threats associated with the venture. By leveraging technology, strategic partnerships, and a customer-centric approach, Wah Meds aims to provide a convenient, reliable, and affordable solution for residents of Wah Cantt, Islamabad.*

**Keywords:**

Online Medicine Delivery Service, Healthcare Access, Delivery Logistics, Convenience, Wah Meds

**Introduction**

Wah Cantt, a growing urban locality in Pakistan, has a population of about 410,000 that faces unique challenges in accessing essential services like healthcare and medicines. The region's total population is a mixture of both urban and semi-urban dwellers, with a significant portion of the community consisting of elderly residents and people with mobility challenges. The customer segmentation is diverse, with a large proportion relying on local pharmacies for medication. However, the limited number of out-of-hours pharmacies, as well as their inconvenient locations and access barriers, make obtaining medicines in a timely manner a major challenge. Wah Cantt's current healthcare environment consists of several small and medium-sized pharmacies scattered throughout the town.

However, the existing infrastructure and services are often unable to address the growing demand for convenient, timely, and reliable medication delivery services. There seems to be a lack of online solutions that can address this issue and provide a non-interrupted delivery experience for customers. We are coming up with an app, which will deliver the appropriate medicine right at hand and at the right time



### ***Market Gap***

Our project, Wah Meds, intends to fill this market gap by offering an online medicine delivery service that addresses the challenges of limited pharmacy hours, inconvenient locations, and mobility issues. By providing a user-friendly online platform for medicine delivery, Wah Meds aims to enhance the accessibility and convenience of medicine procurement for the residents of Wah Cantt.

### ***Problem Statement***

Residents of Wah Cantt face significant difficulties in obtaining medicines due to multiple barriers. Many local pharmacies operate on limited schedules, often closing early or remaining unavailable during weekends and holidays, leaving patients without access during urgent needs. Compounding this issue is the inconvenient placement of pharmacies, which are frequently situated far from residential areas. This distance discourages timely medication adherence, particularly for elderly individuals, those with mobility challenges, or caregivers juggling busy routines. Even for those who can travel, the inconvenience of making last-minute trips to a drug store—especially after work or during emergencies; creates reluctance, leading to delayed or skipped treatments.

### ***Objectives***

The primary goal of this initiative is to evaluate the feasibility of launching Wah Meds, an online medicine delivery service tailored to Wah Cantt's needs. Beyond assessing market viability, the project aims to address critical gaps in the local healthcare ecosystem by designing a sustainable business model. This includes forming strategic partnerships with pharmacies to ensure inventory access and building a dependable delivery framework to guarantee prompt service. Additionally, the study will analyze customer behavior and preferences through surveys and focus groups, ensuring the platform aligns with user expectations for convenience, affordability, and reliability.

### ***Project Scope***

The project will adopt a structured approach, beginning with market research to analyze demand, competition, and operational risks. Following this, the focus will shift to technology development, including the creation of an intuitive mobile app and website for placing orders. Concurrently, the team will establish collaborations with local pharmacies to secure medicine sourcing and negotiate terms. A parallel priority is designing an efficient delivery network, covering route optimization, staffing, and real-time tracking. Finally, marketing and outreach strategies will be developed to build brand trust and drive customer adoption through targeted campaigns.

### ***Deliverables***

By project completion, key outputs will include a detailed business plan outlining Wah Meds' financial and operational roadmap, along with a fully functional digital platform (app and website) for order management. An operational handbook will document pharmacy partnership protocols and delivery logistics, while a comprehensive marketing plan will define customer acquisition and retention tactics. These deliverables will collectively lay the foundation for Wah Meds' launch and scalability.

### ***Literature Review***

#### ***Equity in health***

Factor influencing institutional delivery in rural Jhang, Pakistan. Agha S, Carton TW. Determinants of institutional delivery in rural Jhang, Pakistan. International journal for equity in health. 2011 Dec; 10:1-2. Parity and education were found to be the most significant determinants of institutional delivery. Women were less likely to deliver at a health facility after their first birth, and those with primary or higher education were more likely to do so. Age, autonomy, household wealth, proximity to a health facility, and exposure to mass media were also found to be important factors. The use of family planning within a year of delivery was low, with parity, education, and husband's approval being the strongest determinants of use. The findings suggest that well- designed interventions targeting these factors could increase the use of institutional delivery in rural Pakistan.



### ***Customer Relationship Management***

The Service Convenience Model examines the impact of various convenience factors on customer satisfaction. Mehmood SM, Najmi A. Understanding the impact of service convenience on customer satisfaction in home delivery. Evidence from Pakistan. *International Journal of Electronic Customer Relationship Management*. 2017;11(1): 23-43.

Easy accessing of the service provider. Simplicity and efficiency of the transaction process. Timely and reliable delivery of products. Ease of returns, exchanges, and customer support. The researchers hypothesize that these factors positively influence customer satisfaction. By employing a quantitative research methodology, they collected data from 230 online shoppers in Pakistan. Data analysis techniques, such as exploratory factor analysis (EFA) and regression analysis, were used to test the hypotheses. The study confirms the positive and significant impact of service convenience dimensions on customer satisfaction. Interestingly, the study found that accessibility convenience, such as the ease of finding the service provider, did not significantly impact customer satisfaction. This suggests that online shoppers prioritize other convenience factors, such as transaction and delivery convenience. The findings highlight the importance of focusing on transaction and delivery convenience to enhance customer satisfaction. This includes factors like easy-to-use websites, secure payment options, timely delivery, and efficient return policies. The study contributes to the existing body of knowledge on service quality and customer satisfaction in the e-commerce context. It reinforces the importance of service convenience as a key driver of customer satisfaction, particularly in emerging markets like Pakistan. By understanding the specific factors that influence customer satisfaction, e-commerce businesses can develop strategies to improve their service offerings and enhance customer loyalty. While the study provides valuable insights, it is essential to consider its limitations. The sample size may be relatively small, and the findings may not be generalizable to other contexts. Future research could explore the impact of service convenience on customer satisfaction in different cultural and economic contexts. Additionally, investigating the role of technology and innovation in enhancing service convenience would be a fruitful area of research.

### ***Logistical Practices in Quality Service Delivery***

Impact of logistical practices on quality service delivery at supermarkets in Pakistan. Amjad S. *Role of Logistical Practices in Quality Service*

#### ***Delivery at Supermarkets***

A Case Study from Pakistan. *Logistics and Quality Service Delivery*. *South Asian Journal of Operations and Logistics*. 2022 Jun 29; 1(1):39-56. The findings indicate that logistical practices play a significant role in enhancing customer satisfaction and loyalty. The study also highlights the importance of effective inventory management, efficient transportation, and timely delivery in ensuring product availability and freshness. Additionally, the study emphasizes the need for strong supplier relationships and collaborative partnerships to maintain a consistent supply of quality products.

### ***Impact of decentralization***

Impact of decentralization reforms in Pakistan on service delivery. Aslam G, Yilmaz S. Impact of decentralization reforms in Pakistan on service delivery, an empirical study. *Public Administration and Development*. 2011 Aug; 31(3):159-71.

The findings indicate that decentralization has had a positive impact on service delivery in Pakistan. The study also found that fiscal decentralization improves education and health service delivery. However, the study also found that decentralized policies become ineffective after regime change.

### ***Competitor's Analysis***

Dawai is a leading digital healthcare platform in Pakistan, offering services such as online pharmacy, teleconsultations, at-home lab testing, and home healthcare services.

Founded in 2014 by Furquan Kidwai, Dawai aims to make healthcare accessible and affordable across the country. In June 2021, Dawai raised PKR 2.465 billion in a funding round led by US-based 500 Startups, bringing its total financing to PKR 3.045 billion. This investment was intended to enhance its pharmaceutical





supply chain infrastructure and invest in technology for business optimization.

By 2021, Dawai had served approximately 11 million people across Pakistan, delivering medicines to 98 cities. The company has seen significant growth during the COVID-19 pandemic, increasing revenue by 350% in 12 months.

During this time, the team has expanded from 15 employees to 250. As of 2024, Dawai has an annual revenue of Rs 1,624 million and an employee strength of 139. Dawai's success is due to its comprehensive services, user-friendly platform, and provision of authentic medicines and healthcare services across Pakistan.

We have conducted a competitive analysis of our competitor "Dawai.pk" a well-known online medicine delivery services company in Islamabad, which will help us to identify the business strengths, weaknesses, opportunities, and threats which we plan to study in detail.

### **Competitor's SWOT Analysis (Dawai.pk)**

**Strength.** Dawai.pk, a leading online pharmacy in Pakistan since 2014, demonstrates several strengths that solidify its market position. The company has built strong brand recognition as a trusted healthcare provider, offering not just prescription medicines but also over-the-counter products and personal care items. Beyond product diversity, Dawai.pk enhances customer experience through integrated services like teleconsultations, lab testing, and home healthcare. Their technological capabilities stand out, with an intuitive digital platform that simplifies ordering and tracking. Financial stability further supports their growth, as significant funding enables investments in supply chain infrastructure and tech upgrades.

**Weakness.** However, Dawai.pk faces notable weaknesses. Its limited physical presence in smaller towns like Wah Cantt restricts accessibility and local trust-building. The reliance on third-party logistics partners in some regions introduces delivery inconsistencies, potentially harming customer satisfaction. While dominant in urban centres, the company confronts fierce competition from both established pharmacies and emerging digital health platforms.

**Opportunities.** The Pakistani market presents significant opportunities for expansion. Dawai.pk could tap into underserved semi-urban and rural areas where medicine access remains challenging. Strategic partnerships with local pharmacies could extend their reach cost-effectively. Introducing subscription models for chronic medication needs might improve customer retention and revenue predictability. Additionally, health awareness campaigns could drive adoption of their underutilized telemedicine and diagnostic services.

**Threats.** Several threats loom on the horizon. Regional-focused competitors like Wah Meds are targeting gaps in Dawai.pk's coverage. Evolving healthcare regulations may increase compliance costs and operational complexity. Supply chain vulnerabilities, including drug shortages, could damage hard-earned customer trust. As a digital platform handling sensitive health data, cybersecurity risks remain an ever-present concern. Perhaps most critically, the increasingly crowded online pharmacy space makes customer retention an ongoing challenge requiring constant innovation and service differentiation.

This SWOT analysis reveals Dawai.pk as a market leader with robust infrastructure, yet one that must address geographical gaps, operational dependencies, and emerging competitive pressures to maintain its dominance in Pakistan's evolving digital healthcare landscape.

### **Research Methodology**

#### ***Research Objectives***

The study was designed with three primary objectives in mind. First, it sought to identify and understand the specific needs of Wah Cantt's population regarding medicine accessibility. Second, it aimed to propose a sustainable business model that would leverage partnerships with local pharmacies while incorporating a robust technological platform and efficient delivery system. Finally, the research intended to bridge the critical gap between consumer demand for medicines and the existing supply chain limitations in the area.

#### ***Primary Research***

This feasibility study constitutes primary research as it involves direct data collection from Wah Cantt residents. The approach focused on gathering first-hand information about their medicine purchasing



behaviours, challenges faced in accessing pharmacies, and perceptions regarding online medicine delivery services. This direct engagement with the target population ensured authentic and relevant data collection.

### ***Research Methodology***

Our methodology employed a mixed-methods approach, combining both primary data collection techniques and a blend of quantitative and qualitative research strategies. We systematically gathered data through structured questionnaires and in-depth interviews, then processed this information using statistical tools to derive meaningful insights. This dual approach allowed for both measurable data points and nuanced understanding of user experiences.

### ***Research Design***

The research design provided a comprehensive framework to examine all aspects of online medicine delivery services. It was structured to methodically explore operational challenges, user preferences, and market potential, while remaining adaptable to the specific context of Wah Cantt. The design incorporated flexibility to accommodate resource constraints and evolving research objectives throughout the study period.

### ***Research Type***

Our investigation incorporated both quantitative and qualitative methodologies. The quantitative component involved distributing customer questionnaires and analysing the responses through statistical tools and graphical representations. Simultaneously, the qualitative aspect consisted of conducting detailed interviews with pharmacy staff and management in Wah Cantt to gain deeper insights into operational challenges and customer behaviours.

### ***Data Collection***

The data collection process utilized two primary instruments. Structured questionnaires, distributed digitally via Google Forms, enabled efficient collection of standardized responses from a broad sample. Complementing this, face-to-face interviews with pharmacy personnel and select customers provided rich qualitative data about on-the-ground realities and personal experiences with medicine procurement in the area.

### ***Sampling Method***

We implemented a non-probability sampling approach, specifically convenience sampling, to efficiently gather responses within our target demographic. This method proved particularly suitable for quickly accessing our primary population of interest - Wah Cantt residents of varying ages and genders, with special consideration for elderly citizens who face greater mobility challenges.

### ***Study Setting***

The research was exclusively conducted within Wah Cantt, a developing urban area in Pakistan. This specific geographical focus allowed for targeted assessment of local medicine accessibility issues and precise evaluation of how an online delivery service might address the unique needs of this community.

### ***Qualitative Analysis***

Through carefully conducted interviews with pharmacy management, employees, and customers, we gathered detailed narratives about medicine procurement experiences. These conversations revealed critical insights about operational pain points, including restricted pharmacy hours, delivery challenges, and customer service issues that would inform our service design.

### ***Quantitative Analysis***

Customer responses collected through structured questionnaires were systematically compiled and analysed using spreadsheet software. This numerical data was transformed into visual representations and statistical outputs that clearly illustrated consumer preferences, purchasing patterns, and service expectations regarding online medicine delivery.

### ***Targeted Population and Area***

The study specifically focused on Wah Cantt residents as our target population. This deliberate geographical limitation ensured our findings would be directly applicable to the community we aimed to serve, while allowing for concentrated data collection efforts within manageable parameters.

### ***Sample Framework***



Our sampling framework intentionally included representation from both male and female populations, with particular attention to elderly citizens who often face greater challenges in accessing physical pharmacies. This approach ensured we captured perspectives from demographic segments with potentially different medicine procurement needs and behaviours.

#### ***Sample Size***

The research engaged 107 carefully selected respondents from Wah Cantt. This sample size was determined to provide statistically significant data while remaining manageable within our research constraints, focusing specifically on individuals who demonstrated genuine need for reliable online medicine services.

#### ***Sampling Technique***

We employed convenience sampling, a non-probability method, which allowed for efficient data collection from readily available respondents. This approach proved practical for gathering quick responses from existing pharmacy customers and local residents, optimizing both time and resource allocation for the study.

#### ***Unit of Analysis***

The study treated individual consumers as the primary units of analysis. By examining the behaviours, preferences, and challenges of individual male and female residents, we were able to build a comprehensive understanding of collective needs while maintaining awareness of individual variations in medicine procurement experiences.

#### ***Time Horizon***

The research was conducted as a cross-sectional study completed within a condensed timeframe. This included all phases from initial objective-setting and question formulation through data collection, analysis, and strategy development, with each stage carefully sequenced to maximize research efficiency.

#### ***Resource Requirement***

Key resources for the project included access to Wah Cantt residents who represented potential users of online medicine delivery services. Their participation as survey respondents and interview subjects provided the essential data needed to validate our service concept and operational model.

#### ***Tools and Technologies***

We leveraged digital tools throughout the research process, utilizing Google Forms for questionnaire distribution and Excel for data organization and preliminary analysis. This technological approach ensured efficient data handling, from collection through to initial interpretation stages.

#### ***Demographic Variables***

The analysis carefully considered demographic characteristics of respondents, using graphical representations to identify distinct patterns among different population segments. This included screening for and removing outliers to ensure data accuracy and relevance to our target market.

#### ***Gender***

Our respondent pool of 107 individuals showed a notable gender distribution, with 70 female participants (67.3%) and 37 male participants (28.8%). This disproportion revealed significantly greater interest in online medicine delivery services among women, prompting special consideration of female-specific needs in our service design.

#### ***Instrument***

The primary research instrument was a carefully structured questionnaire featuring closed-ended questions. These questions probed key areas including customer satisfaction levels; trust in online pharmacy services, and specific preferences regarding medicine delivery options, enabling standardized data collection across all respondents.

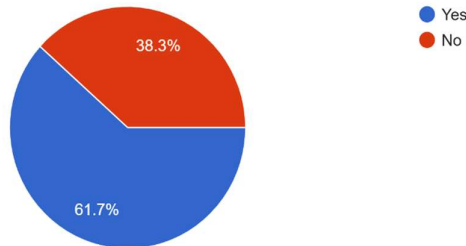
#### ***Questions with Customers***

The options for responses range from 1 to 5, with '1' being the extreme negative option and '5' being the extreme positive option.

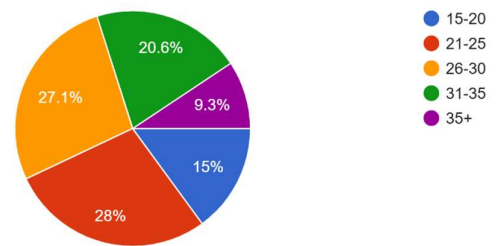




Have you ever used an online medicine delivery service?  
107 responses

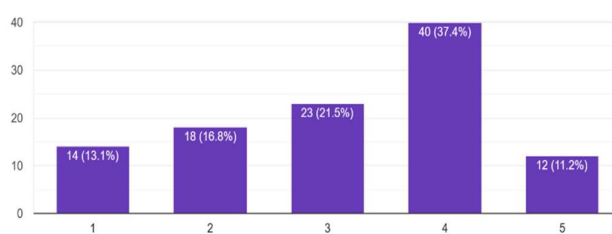


How old are you  
107 responses

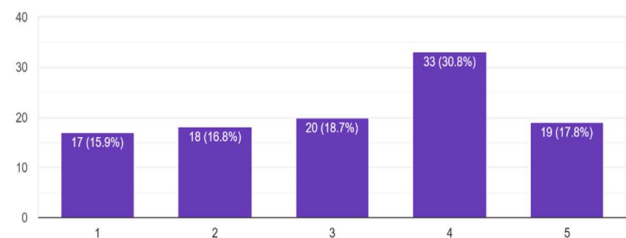


Overall, the pie chart shows that a majority of the respondents (61.7%) have used an online medicine delivery service, while 38.3% have not. The pie chart shows the age distribution of respondents, with the majority falling in the 21-25 age group (28%) followed closely by the 15-20 age group (27.1%) and lastly in the 31-35 age group (20.6%).

How often do you find it inconvenient to visit a physical pharmacy?  
107 responses

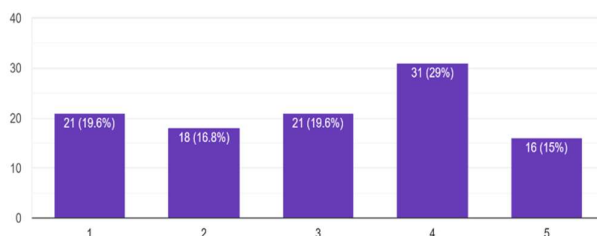


How often do you face time constraints that prevent you from visiting a pharmacy?  
107 responses

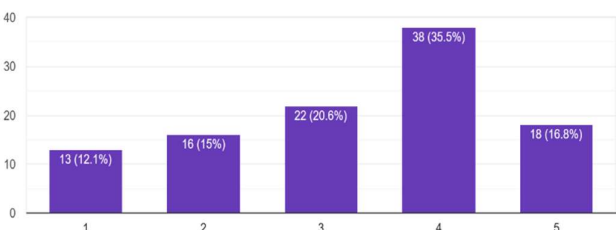


The bar chart shows that most respondents (37.4%) find it inconvenient to visit a physical pharmacy "sometimes" (rating 4 on a scale of 1 to 5). The least common response was "never" (rating 1), with only 13.1% of respondents choosing this option. The bar chart shows that most respondents (30.8%) face time constraints that prevent them from visiting a pharmacy "sometimes" (rating 4 on a scale of 1 to 5). The least common response was "never" (rating 1), with only 15.9% of respondents choosing this option.

How often do you encounter difficulties in accessing a pharmacy due to distance or mobility issues?  
107 responses



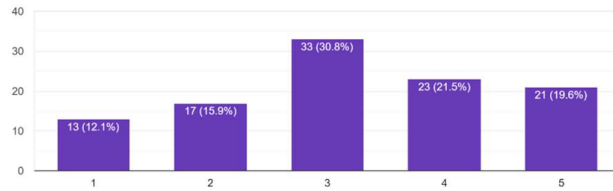
How comfortable are you with online shopping for general products?  
107 responses



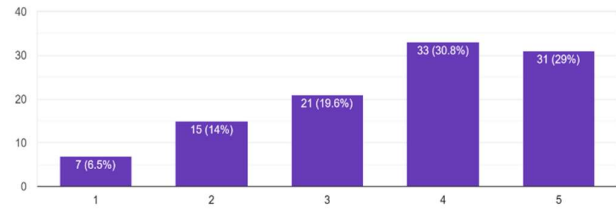
The bar chart shows that most respondents (29%) encounter difficulties in accessing a pharmacy due to distance or mobility issues "sometimes" (rating 4 on a scale of 1 to 5). The least common response was "never" (rating 1), with only 15% of respondents choosing this option. The bar chart shows that most respondents (35.5%) are "somewhat comfortable" (rating 4 on a scale of 1 to 5) with online shopping for general products. The least common response was "not at all comfortable" (rating 1), with only 12.1% of respondents choosing this option.



How much trust do you have in online pharmacies for purchasing medicines?  
107 responses

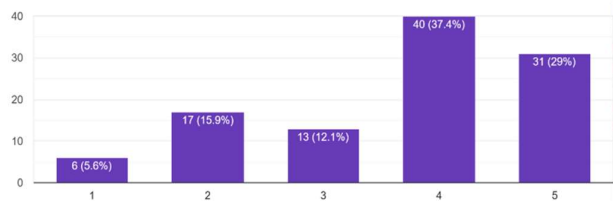


How important is it to you to get the best price on medicines from the comfort of your home?  
107 responses

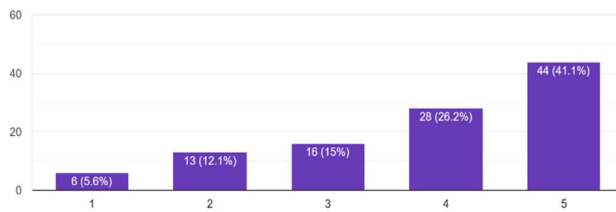


The bar chart shows that most respondents (30.8%) have a "moderate level of trust" (rating 3 on a scale of 1 to 5) in online pharmacies for purchasing medicines. The least common response was "no trust at all" (rating 1), with only 12.1% of respondents choosing this option. The bar chart shows that most respondents (30.8%) find it "somewhat important" (rating 4 on a scale of 1 to 5) to get the best price on medicines from the comfort of their home. The least common response was "not at all important" (rating 1), with only 6.5% of respondents choosing this option.

How important is it to you to receive your medicine within a specific timeframe?  
107 responses

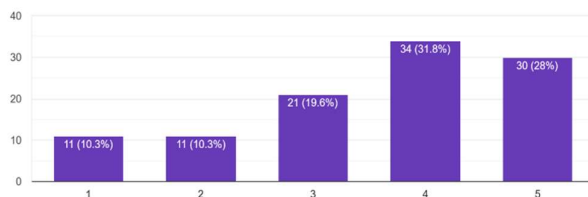


How important is it to you to ensure the authenticity of the medicines you purchase online?  
107 responses

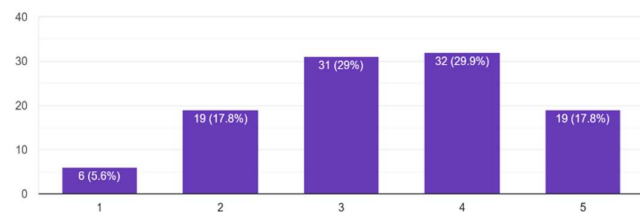


The bar chart shows that most respondents (37.4%) find it "very important" (rating 4 on a scale of 1 to 5) to receive their medicine within a specific timeframe. The least common response was "not at all important" (rating 1), with only 5.6% of respondents choosing this option. The bar chart shows that most respondents (41.1%) find it "very important" (rating 5 on a scale of 1 to 5) to ensure the authenticity of the medicines they purchase online. The least common response was "not at all important" (rating 1), with only 5.6% of respondents choosing this option.

How concerned are you about the privacy of your personal and medical information when ordering medicines online?  
107 responses



Are you confident are you in the security of online payment systems for purchasing medicines?  
107 responses

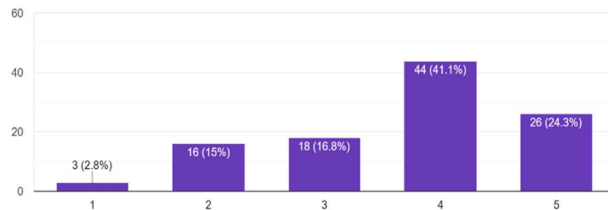


The bar chart shows that most respondents (31.8%) are "somewhat concerned" (rating 4 on a scale of 1 to 5) about the privacy of their personal and medical information when ordering medicines online. The least common response was "not at all concerned" (rating 1), with only 10.3% of respondents choosing this option. The bar chart shows that most respondents (29.9%) are "somewhat confident" (rating 4 on a scale of 1 to 5) in the security of online payment systems for purchasing medicines. The least common response was "not at all confident" (rating 1), with only 5.6% of respondents choosing this option.

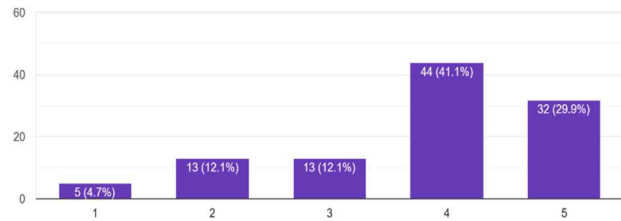




Is it important to you to have access to reliable customer support for any issues or queries related to your online medicine orders?  
107 responses

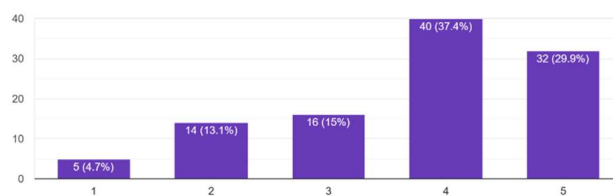


How important is it to you to have a wide range of medicines available for purchase online?  
107 responses

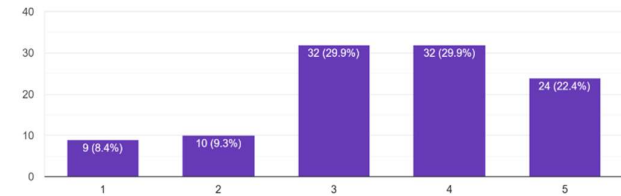


The bar chart shows that most respondents (41.1%) find it "very important" (rating 5 on a scale of 1 to 5) to have access to reliable customer support for any issues or queries related to their online medicine orders. The least common response was "not at all important" (rating 1), with only 2.8% of respondents choosing this option. The bar chart shows that most respondents (41.1%) find it "very important" (rating 4 on a scale of 1 to 5) to have a wide range of medicines available for purchase online. The least common response was "not at all important" (rating 1), with only 4.7% of respondents choosing this option.

How important is it to you that the online medicine ordering process is easy to understand and navigate?  
107 responses

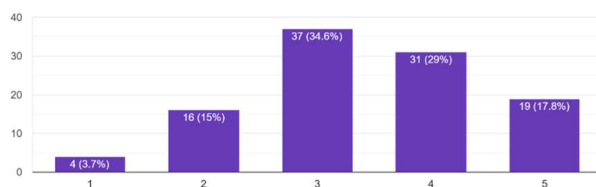


Would you prefer to order medicines through a mobile app or a website?  
107 responses

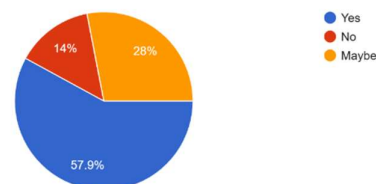


The bar chart shows that most respondents (37.4%) find it "very important" (rating 4 on a scale of 1 to 5) that the online medicine ordering process is easy to understand and navigate. The least common response was "not at all important" (rating 1), with only 4.7% of respondents choosing this option. The bar chart shows that most respondents (29.9%) prefer to order medicines through a mobile app, with an equal number preferring a website. The least common response was "strongly disagree" (rating 1), with only 8.4% of respondents choosing this option.

Would you be comfortable uploading your prescription online for verification? Given that it is kept secret from outside world.  
107 responses



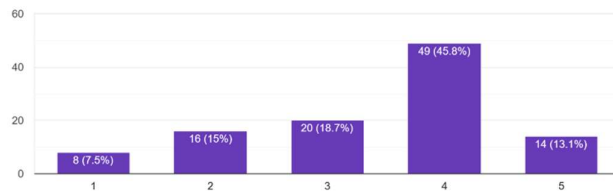
Would you be interested in having the option to consult with a doctor online before ordering medicines?  
107 responses



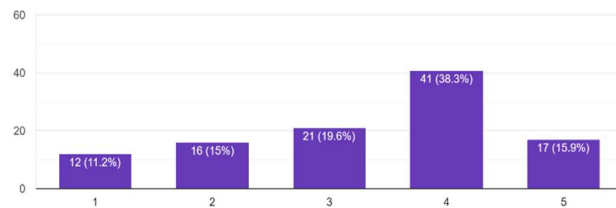
The bar chart shows that most respondents (34.6%) are "somewhat comfortable" (rating 3 on a scale of 1 to 5) with uploading their prescription online for verification, given that it is kept secret from the outside world. The least common response was "not at all comfortable" (rating 1), with only 3.7% of respondents choosing this option. The pie chart shows that a majority of respondents (57.9%) would be interested in having the option to consult with a doctor online before ordering medicines. 28% are unsure, and 14% are not interested.



Would you be interested in loyalty programs or memberships that offer discounts?  
107 responses

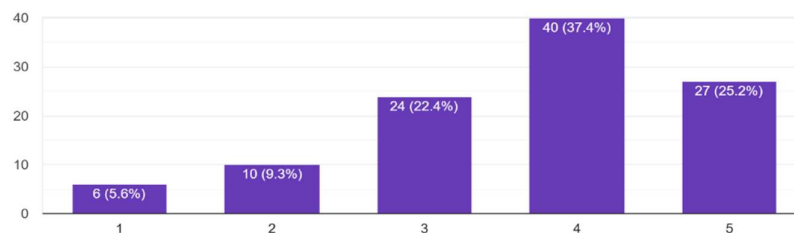


How would you feel about a minimum order value to avail free delivery?  
107 responses



The bar chart shows that most respondents (45.8%) would be interested in loyalty programs or memberships that offer discounts, with a rating of 4 on a scale of 1 to 5. The least common response was "not at all interested" (rating 1), with only 7.5% of respondents choosing this option. The bar chart shows that most respondents (38.3%) would feel "somewhat okay" (rating 4 on a scale of 1 to 5) about a minimum order value to avail free delivery. The least common response was "strongly disagree" (rating 1), with only 11.2% of respondents choosing this option.

How satisfied are you with the idea of an online medicine delivery service in Wah Cantt?  
107 responses



The bar chart shows that most respondents (37.4%) are "satisfied" (rating 4 on a scale of 1 to 5) with the idea of an online medicine delivery service in Wah Cantt. The least common response was "strongly disagree" (rating 1), with only 5.6% of respondents choosing this option.

### ***Interview with Pharmacies Management***

A few questions we asked them accordingly they answered them, and they are given below:

#### ***Interview with the Hamza pharmacy***

##### **Are you open to evolving the scope of the partnership over time?**

When we were having an interview with Hamza pharmacy, we felt that they were really interested in this collaboration and they said that as market dynamics, customer needs, or business priorities change, it's important to re-assess and expand the partnership in ways that align with our shared goals, and they would be eager to explore those possibilities collaboratively.

##### **How often do you think we should meet or discuss progress in future?**

They believe the frequency of meetings should depend on the stage of the partnership. Initially, they would suggest meeting weekly or biweekly to ensure that we are aligned, address any initial challenges, and establish a strong working relationship. Once the partnership is more established, we could move to monthly meetings or even quarterly reviews, with additional check-ins as needed.

##### **How do you see our pharmacies working together to improve operational efficiencies?**

They said Collaborating on delivery routes and schedules could optimize delivery times and reduce costs for both pharmacies. Sharing the best practices and training resources can improve staff skills and knowledge, leading to operations that are more efficient. Exploring joint investments in technology, such as electronic prescribing or inventory management systems, can streamline processes and reduce errors.



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**In the long term, if we work together how much you put investment on it?**

Combining operations or assets would require significant financial investment and careful legal and operational planning. Expanding into new areas, such as home healthcare or specialized pharmacy services, would require substantial investment in equipment, personnel, and potentially new facilities. After a lot of negotiation, they agreed 10 Million.

***Interview with Med X pharmacy***

**Are you open to evolving the scope of the partnership over time?**

When we asked them, they were somehow professional dealing. They said they believe it is equally important to carefully evaluate any proposed changes to ensure they are realistic and beneficial for both parties. Expanding too quickly or in directions that stretch resources or compromise the quality of service could be counterproductive.

**How often do you think we should meet or discuss progress in future?**

To start, they thought meeting biweekly would be a good approach. This would allow us to stay updated on progress and address any initial concerns as we establish the partnership. Over time, as things stabilize and processes are running smoothly, we can transition to monthly or as needed meetings to ensure we are staying on track without unnecessary interruptions.

**How do you see our pharmacies working together to improve operational efficiencies?**

They were really interested in exploring new technology, such as electronic prescribing or inventory management systems, which can streamline processes and reduce errors. Exploring joint investments in technology, such as electronic prescribing or inventory management systems, can streamline processes and reduce errors. Sharing patient information and referrals can improve patient care and build stronger relationships with the community

**In the long term, if we work together how much you put investment on it?**

This could involve informal knowledge sharing, staff cross-training or benchmarking exercises. Investment would primarily be in staff time and minimal resource allocation. Negotiating better prices with suppliers through combined purchasing volume would require minimal upfront investment. They agreed 6 million in start, and they also said with time being they increase more money depending upon profit and customer's outcome.

***Interview with Adeel pharmacy:***

**Are you open to evolving the scope of the partnership over time?**

They really appreciate our target and completely respect our decision, but they said partnership is not the right fit at this time. Partnerships need to align with both parties' goals and priorities to be successful and they might have thought that our goals and core values different from them and in future it might be work.

**How often do you think we should meet or discuss progress in future?**

They were not so positive with us they said to find a solution that works for both parties. Effective communication and sharing your targeted estimation would be better lead. Do not take their lack personally and share our goals then they think about working with us. After that, we further process.

**How do you see our pharmacies working together to improve operational efficiencies?**

They want joint investments in technology, such as electronic prescribing or inventory management systems, can streamline processes and reduce errors if in the long term we work together.

**In the long term if we work together how much you put investment on it?**

They said investment in software, hardware, and potentially staff training. Collaborative promotional materials. Moreover, agreed 3 million.

**Summary of Customers' outcomes**

To address the challenges faced with our graphical analysis of survey questionnaire, the company needs to focus on aligning the trust of online services with consumer demands, increasing awareness, improving its online presence, building customer trust, differentiating from competitors, and enhancing operational efficiency. By implementing target-marketing strategies, addressing security concerns, improving





customer engagement, and regularly updating delivery services, Wah Meds can increase its market share and establish itself as a leading secure online delivery service in Wah Cantt.

**Focus areas after taking an interview**

- Importance of Clear and Accurate Information in Building Confidence.
- Staff Professionalism and Attentiveness in Building Trust and Confidence.
- Punctuality in delivering exceptional service and building strong customer relationships.
- Professional Conduct in Ensuring Safety and Security.
- Personal Attention in Enhancing Customer Experience.
- Consistent Courtesy in Customer Service.
- Prompt Responses to Customer Service.
- Empathy and Concern in Customer Service.
- Understanding and Addressing Customer Needs.
- Expectations for Responsiveness in Service Delivery.
- Importance of Accurate and Comprehensive Information about Medicine requirements according to the needs of customers.
- Importance of consistency in service delivery.
- Responsive and Personalized Customer Service.
- Importance of Confidentiality and Privacy.

**Possible Solution**

We are here to endorse an online app-based pharmacy that will deliver medicine at doorstep within the fastest possible time (not more than 30 minutes). This system will allow residents to order medicines from the comfort of their homes using a mobile app or website. The service would operate 24/7, ensuring that medicines are available at any time of the day, eliminating the issue of limited pharmacy hours.

Additionally, a network of strategically located warehouses or delivery points within the city can ensure fast and efficient delivery. Trained delivery personnel can ensure that medicines reach customers quickly and safely, maintaining proper storage conditions during transit. This solution will eliminate the inconvenience of residents having to travel long distances to buy medicines. It will also encourage people to take their prescribed medicines promptly, as they will no longer have to put off buying medicines due to supply difficulties. By making medicines more available, the system will significantly improve the convenience of work counties, access to healthcare, and overall well-being.

**Our Services**

We will provide some attractive services, and they are:

- We will allow our customers to order their preferred medicine and deliver it to the doorstep.
- We will offer our customers the chance to go for a live chat with the doctors.
- The app has a built-in medicine reminder system, which will give an alarm to take medicine on time.
- This dedicated app will also keep track of consumers' existing medicine and will notify when medicine will be discontinued.
- Consumers will be able to locate information about the doctors and health tips every day.

**Business Overview**

Wah Meds is a disruptor in the online pharmacy and delivery space. The company is using a cost leadership strategy that has already been proven effective in other distribution sectors to distribute medicines more efficiently than ever before.

**Mission Statement**

It will revolutionize healthcare delivery in Wah Cantt by providing a reliable, convenient, and customer-centric online medicine delivery platform, ensuring quality, reliability, and timely access to essential medicines.

**Vision Statement**



To be Pakistan's leading online healthcare provider, providing seamless, technology-driven medicine delivery, telemedicine and healthcare solutions to the community.

#### **Core Values**

- Enhancing convenience, trust, and satisfaction through tailored healthcare services.
- Maintaining integrity in medicine sourcing and strict compliance with regulatory regulations.
- Utilizing technology to enhance healthcare delivery and customer service.
- Increasing the amount of healthcare available for all residents, particularly those with mobility or time constraints.
- Strengthening partnerships with pharmacies, healthcare providers, and local logistics services.
- Providing timely and secure delivery of medicines with an emphasis on quality assurance.
- Maintaining strict data protection measures to ensure customer safety and trust.

#### **Goals**

- Give residents of Wah Cantt with a reliable and convenient way to purchase and receive medicines online.
- Create a user-friendly platform for healthcare delivery, teleconsultation, and healthcare management.
- Collaborate with reliable pharmacies and logistics partners to ensure quality and efficiency.
- Provide genuine medicines and safeguard customer data through robust systems and regulatory compliance.
- Establish profitability through an effective business model while ensuring a competitive edge and market expansion.

#### **Objectives**

- Conduct thorough research to assess the demand for an online pharmacy delivery service in Wah Cantt.
- Design and launch a website and mobile app with features such as order tracking, secure payment, and teleconsultation services.
- Establish a reliable delivery service for timely and reliable order fulfillment.
- Implement marketing strategies to enhance brand recognition and promote platform adoption.
- Establish a profitable revenue model through pharmacy commissions, delivery fees, and loyalty programs.
- Fulfill all legal and licensing requirements to ensure a compliant and trustworthy operation.
- Regularly evaluate customer satisfaction and operational efficiency to continuously enhance service quality.

#### **Key Success Factors**

- Continue to offer a cost-leadership strategy (the lowest prices available).
- Continue hiring and retaining drivers with integrity.
- Continue to demonstrate strong cash flow management.
- Continue to grow the Wah Meds domain authority.
- Focus on search engine optimization.

#### **Staffing**

**Sales Associates:** Our sales associates utilize outbound lead generation to build connections with retail pharmacists. This position presents pricing and plans, while securing new pharmacies monthly.

**Field Dispatcher:** Our field dispatchers receive calls from our team of delivery drivers and clients. Problems are addressed proactively, while tracking the delivery status of products.

**Team Manager:** Our team manager is responsible for ensuring all deliveries are performed effectively. Moreover, anytime there is a conflict in delivery the team manager must oversee the completion of the order.

**Contractor Delivery Drivers:** A criminal record check is performed, and once the driver passes this



phase, we complete a screening form, where management reviews their results. Next, the driver receives 2 hours of onboarding training through video-call where we discuss our processes. We monitor the driver closely for their first shift and make ourselves available to assist them in any way possible. Their primary duties include maintaining quality control, driving safely, and ensuring that prescriptions are delivered to the correct address.

### **Products & Services:**

Wah Meds offers a wide range of products to meet the diverse healthcare needs of its customers. This includes prescription medications from trusted partner pharmacies, ensuring reliability and authenticity. Over-the-counter (OTC) medications for common health issues are also available. In addition, Wah Meds also offers healthcare essentials such as vitamins, supplements, medical devices, and personal care products.

To promote overall health, the platform offers health products such as herbal remedies and supplements, making it a one-stop solution for healthcare and wellness needs. Wah Meds offers a range of services designed to improve healthcare convenience and accessibility for its customers. The company's flagship product is an online medicine delivery service that allows users to order medicines with real-time tracking through an easy-to-use website and mobile application. Telemedicine services enable customers to consult online with certified doctors and receive digital prescriptions.

For diagnostics, home lab tests are available, allowing users to schedule sample collection and receive digital reports. Other services include subscription programs for frequent customers, a loyalty program that offers rewards and discounts, and 24/7 customer support for any questions or assistance. Wah Meds guarantees the authenticity of all medicines, enhancing customer trust and satisfaction.

### **Operations**

Wah Meds has well-established operational processes to ensure smooth delivery of products and services. Customers place orders through a mobile app or website, and the system checks inventory to ensure the product is in stock. Partner pharmacies are responsible for preparing, receiving, safely packaging, and dispatching the order. The delivery process is handled by a combination of local courier services and Wah Meds' own fleet of vehicles, ensuring timely and reliable delivery that customers can track in real time. The platform also supports telemedicine services, allowing users to consult with certified doctors online and receive digital prescriptions. For lab tests, customers can arrange to have samples taken at home, and results are provided digitally for customer convenience.

Our 24/7 customer service team responds to customer queries, helps through multiple communication channels and ensures customer satisfaction. Technology plays a key role, with user-friendly websites and apps, integrated inventory management and secure payment systems ensuring seamless operations. Regular updates and maintenance keep the platform efficient and reliable. Marketing efforts such as digital campaigns and partnerships with healthcare providers help attract and retain customers. Wah Meds collaborates with reputable pharmacies to source genuine medicines, ensuring quality and authenticity. All operations are conducted in compliance with legal and medical regulations to maintain the highest service standards.

### **Expansion Plan**

Wah Meds' expansion plans build on the foundation established in Wah Cantt and outline a strategy for expanding services and growing its customer base. The focus is to systematically expand the business while maintaining service quality and customer trust.

#### **Initial Phase**

The initial expansion phase will involve extending services to nearby towns facing similar challenges in accessing medicines. This allows Wah Meds to leverage its existing infrastructure and partnerships with local pharmacies. At the same time, the platform will expand its partner network to include more pharmacies and healthcare providers to cater to its growing customer base.

#### **Technological upgrades**

Technology upgrades will play a key role in expanding operations. Enhancements to the mobile app and website will include features such as multi-city ordering capability, advanced analytics on customer





behavior, and improved logistics management system to cater to a larger delivery network. Automation of inventory management and order fulfillment will ensure seamless scalability. To cater to diverse customer needs, Wah Meds will launch additional medical services and expand its service portfolio. These services may include specialized remote consultations, home care, and expanded lab testing options. To improve customer retention, subscription plans will also be launched targeting different demographic groups such as families, elderly, and chronic disease patients.

### ***Marketing and Branding***

During the expansion, the company will increase marketing and branding efforts with a focus on digital channels and local partnerships in new regions. The customized campaigns will target local demographics and highlight the convenience, affordability, and reliability of Wah Meds. To achieve financial sustainability, Wah Meds will explore funding opportunities through external investors, venture capital, or government grants. The company will also closely monitor performance metrics and customer feedback to improve operations and identify additional areas for improvement. In the long term, Wah Meds aims to expand operations nationwide and become a well-known online medical service provider in Pakistan.

This growth will be underpinned by continuous innovation, customer-centric strategies, and a commitment to addressing healthcare accessibility challenges.

### ***Market Trends***

- Increase in Health Awareness & Demand for Self-medication, which has largely been driven from COVID-19.
- Increased Collaboration among Stakeholders.
- Availability of large Product Offerings, Competitive Price, Heavy Promotion, and Different Business
- Consumers are adapting to E-Commerce and other technologies of this generation.
- Consumers are looking for ease of use in ordering products and having them delivered.

### ***Competitive Advantage***

Wah Meds has several competitive advantages that set it apart from other healthcare providers and online platforms: The convenience and accessibility of its services allows customers to order medicines and healthcare essentials without having to physically visit a pharmacy, which is especially beneficial for seniors, people with disabilities, and those with busy schedules.

### ***Partnerships***

Wah Meds works with well-known local pharmacies to ensure product reliability while maintaining a steady supply. An efficient delivery network and real-time tracking ensure timely and safe delivery of goods, further enhancing customer confidence. The platform leverages technology to provide easy-to-use mobile applications and websites with features such as secure payment options, order tracking, and digital prescription uploads to create a seamless experience for users.

### ***Comprehensive solution***

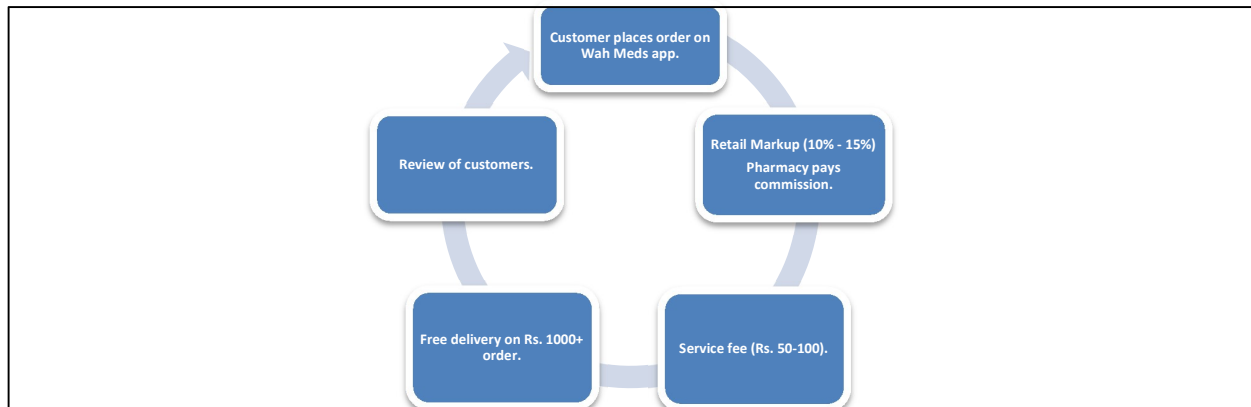
In addition to medicine delivery, Wah Meds also offers comprehensive healthcare solutions such as remote consultations with certified doctors and at-home lab testing, creating a comprehensive services ecosystem. Customer satisfaction is a top priority and our 24/7 customer support, loyalty programs and subscription plans are designed to enhance user experience and foster long-term relationships.

Wah Meds also takes a community-based approach, focusing on the specific needs of Wah Cantt residents to provide personalized services and solutions. Competitive pricing coupled with loyalty rewards and a subscription model make healthcare more affordable and accessible to customers.

The platform emphasizes trust, ensuring that medicines are purchased directly from licensed pharmacies and are authentic and trustworthy. Additionally, the scalability of the business model will enable Wah Meds to grow and expand into new geographies in the future, ensuring operational efficiencies while maintaining high service standards.



## Business Model



Wah Meds' business model aims to provide seamless, convenient, and reliable online medical solutions that address Wah Cantt's challenges in accessing medicines and medical services. The model combines partnerships, technology, logistics, and customer-centric services to ensure operational efficiency and profitability. Below is a detailed explanation of the key components of the business model:

### Company Logo:



### Value Proposition:

Wah Meds aims to provide genuine medicines and healthcare products conveniently to the residents of Wah Cantt. The service focuses on convenience, reliability, and customer satisfaction through its online platform, efficient delivery network, and additional services such as remote consultations and lab tests. Customers can enjoy features such as easy ordering, timely delivery, affordable prices, and connection with medical experts.

### Value Chain Components:

**Customers.** The primary customers are residents of Wah Cantt, including individuals who need easy access to medicines and medical services, especially those with limited mobility or who are pressed for time.

**Wah Meds Platform.** The online platform (website and mobile app) serves as the foundation of the value chain, facilitating medicines orders, payments, and service delivery.

**Pharmacy Partners.** Reputable local pharmacies collaborate with Wah Meds to provide authentic and quality medicines. They maintain inventory and ensure availability for customers.

**Logistics and Delivery Personnel.** Delivery personnel will ensure timely and safe delivery of medicines from affiliated pharmacies to customers. Real-time tracking enhances the delivery process.

### Revenue Streams:

Wah Meds generates income through multiple channels:

**Commission on Sales:** Wah Meds makes a commission from partner pharmacies on every order placed through its platform.

**Delivery Fees:** Customers are charged delivery fees based on the order value and distance. Free delivery is available for orders exceeding a minimum price, encouraging higher purchases.

**Teleconsultation Fees:** Revenue is generated from virtual doctor consultations.



**Lab Testing Services:** Fees are charged for at-home lab testing, with digital delivery of results.

**Subscription Plans:** Customers can choose subscription-based models offering discounts, free delivery, and other benefits.

**Advertising:** Pharmacies, healthcare brands, and wellness product companies may advertise on the Wah Meds platform for a base charge.

**Key Partnerships:**

Partnerships form the backbone of Wah Meds' business model:

**Pharmacies:** Reputable pharmacies are on board to supply medicines. These partners ensure product availability, authenticity, and quality.

**Delivery Partners:** Logistics companies and a dedicated delivery team are engaged to ensure timely deliveries.

**Healthcare Providers:** Partnerships with doctors and diagnostic labs enable teleconsultation and lab testing services.

**Technology Vendors:** Software developers and IT teams maintain apps, websites, and ERP systems.

**Customer Segments:**

Wah Meds focuses on a diverse customer base in Wah Cantt:

- Elderly residents and individuals with mobility issues find it difficult to visit physical pharmacies.
- Busy individuals who value convenience and timesaving.
- Patients require regular medication for chronic illnesses.
- Tech-savvy customers are comfortable with online platforms for healthcare needs.

**Technology and Platform:**

The Wah Meds platform, comprising a website and mobile app, is the core of the business model.

Features include:

- **Inventory Management:** Check stock availability in real time with partner pharmacies
- **Secure Payments:** Multiple payment methods, including online and cash on delivery (COD).
- **User-Friendly Interface:** Simple design allows customers to browse medicines, upload prescriptions and track orders
- **Order Tracking:** Customers can track their deliveries in real-time.
- **Data Analytics:** Insights from customer behavior and preferences drive targeted marketing and inventory optimization.

**Delivery Operations:**

An efficient logistics network ensures reliable service delivery. Either third-party courier services or Wah Meds' dedicated fleet fulfills orders. The delivery process includes:

- Picking up medicines from partner pharmacies.
- Packing orders securely.
- Delivering them to customers with real-time tracking and updates.

**Marketing and Customer Acquisition:**

Wah Meds uses a mix of digital and traditional marketing strategies:

- **Social Media Campaigns:** Ads and promotions targeting Wah Cantt residents.
- **Search Engine Optimization (SEO):** To increase visibility on search engines.
- **Referral Programs:** Rewards for customers referring new users.
- **Healthcare Provider Collaboration:** Partnerships with local doctors and clinics for customer referrals.
- **Local Outreach:** Flyers, banners, and collaborations with community organizations.

**Cost Structure**

The cost structure includes:

- **Initial Investment:** Technology development (app and website), marketing setup, and infrastructure for delivery operations.





- **Operational Costs:** Salaries for staff (pharmacists, delivery personnel, and IT team), monthly marketing expenses, and logistics costs like fuel and packaging.
- **Technology Maintenance:** Regular updates for the app and website, along with ERP system fees.
- **Licensing and Compliance:** Costs for business registration, pharmacy licensing, and insurance.

### **Scalability**

The business model is designed for scalability. Starting with Wah Cantt, the operations can expand to nearby towns and cities. The model supports growth by replicating partnerships with pharmacies and leveraging the existing platform infrastructure to scale without significant additional investment.

### **Sustainability and Growth Potential**

Wah Meds' sustainability is driven by its customer-centric services, partnerships, and technology-driven operations. By diversifying revenue streams (medicine sales, teleconsultations, lab testing, and advertising), it ensures a steady income. The long-term growth potential includes expanding the service portfolio, reaching new geographical markets, and introducing innovative.

### **Key Channels**

#### ***Mobile App and Website***

The mobile app and website are the primary channels through which customers interact with Wah Meds. These platforms allow users to browse medicines, place orders, track deliveries, consult doctors, schedule lab tests, and make payments. Their user-friendly interface ensures accessibility and convenience for customers.

The mobile app and website are the primary channels for customers to engage with Wah Meds. These platforms allow users to browse medicines, place orders, track deliveries, consult with physicians, book lab tests, and make payments. A user-friendly interface provides access and convenience for customers.

#### ***Social Media Platforms***

Wah Meds utilizes platforms such as Facebook, Instagram, and Twitter to promote its services, share health-related content, operate advertising campaigns, and engage with the community. Social media serves as a cost-effective channel for customer acquisition and brand awareness.

#### ***Digital Marketing***

Search engine optimization (SEO), search engine marketing (SEM), and email campaigns are key channels for driving traffic to your app and website. These efforts target potential customers who are actively looking for online healthcare solutions.

#### ***Local Partnerships***

Partnerships with pharmacies, healthcare providers, and diagnostic laboratories are key channels. These partnerships help drive customer referrals, ensure adequate inventory and integrate additional services such as lab testing and remote consulting.

#### ***Customer Support***

Wah Meds provides 24/7 customer support via chat, phone, and email. This channel ensures customer satisfaction by resolving queries, guiding platform users, and responding to complaints promptly.

#### ***Referral Programs***

Referral programs incentivize existing customers to attract new users, reward them with discounts or points, and create a cost-effective word-of-mouth marketing channel.

#### ***Community Outreach***

Offline channels, such as collaborating with local clinics, regional health organizations, and events, can help increase awareness and attract customers who may not yet be comfortable with online services.

#### ***In-App Notifications and Alerts***

In-mobile app notifications keep customers informed about order updates, promotions, loyalty offers, and service updates, ensuring continuous engagement.

#### ***Traditional Advertising***

Flyers, banners, local newspapers, and ads on local radio stations will help target the less tech-savvy



population in Wah Cantt and surrounding areas.

### **Implementation Timeline**

#### ***Short-term (0-6 months)***

- Launch online delivery medicines and integrate CRM system.
- Begin comprehensive staff training programs.
- Establish supplier evaluation and performance management systems.

#### ***Medium-term (6-12 months)***

- Roll out targeted marketing campaigns and loyalty program.
- Optimize operational processes and logistics management.
- Expand customer support channels and enhance feedback mechanisms.

#### ***Long-term (1-3 years)***

- Explore and enter new pharmacies partnership.
- Form strategic alliances and partnerships.
- Continuously innovate and upgrade technology to stay competitive.

### **Monitoring and Evaluation**

- Regularly track key performance indicators (KPIs) related to customer satisfaction, operational efficiency, and financial performance.
- Conduct quarterly reviews to assess progress and make necessary adjustments to the operational plan.
- Use customer feedback and market analysis to inform strategic decisions and future.

### **Marketing Mix 7 Ps**

#### ***Product***

Online medicine delivery, teleconsultation with doctors, and at-home lab testing services. Genuine and verified medicines sourced from trusted pharmacies. Added convenience of digital prescription uploads and reminders for chronic patients. They are user-friendly app/website, subscription plans for frequent customers, and a wide range of healthcare products.

#### ***Price***

The focus on the pricing should align with or slightly undercut competitors, especially for common medications. Offer discounts and loyalty benefits to repeat customers to promote long-term engagement. Free/Reduced Incentivize higher-value orders by providing free delivery for orders over a certain amount. Affordable teleconsultation fees for access to professional healthcare.

#### ***Place***

The app and website serve as the central touchpoints for customers to browse, order, and access services. Initially, focus on Wah Cantt and surrounding areas for timely deliveries and personalized services. Efficient logistics with real-time tracking to ensure timely and secure delivery of orders. The business model can expand to nearby cities, gradually increasing market penetration.

#### ***Promotion***

We use digital marketing for this leverage social media platforms (Facebook, Instagram) for targeted ads, health awareness posts, and customer testimonials. Optimize the website and app to rank higher in search engines for terms like "online pharmacy Wah Cantt. Encourage existing customers to bring in new users through discounts or rewards. With collaboration local clinics and health professionals to recommend the service. Promotions on healthcare products during peak seasons (e.g., flu shots during winters).

#### ***People***

Collaborate with qualified pharmacists and doctors to ensure credibility in teleconsultations and prescriptions. A dedicated support team to assist customers with orders, complaints, and queries regarding medicine availability. Trained staff for timely and safe delivery, ensuring proper handling of sensitive medical products. Personalized recommendations, reminders for prescription refills, and customer feedback collection to improve services.



### **Process**

The Seamless Ordering System app/website should have a smooth user experience, allowing customers to search for medicines, upload prescriptions, and make payments effortlessly. Real-time order tracking, optimized logistics, and scheduled deliveries to improve reliability. Verification of medicines, proper packaging, and adherence to healthcare regulations. Easy Returns & Refunds: A hassle-free process for incorrect or expired medicines to build customer trust.

### **Physical Evidence**

Professional and hygienic packaging with Wah Meds branding to reinforce credibility. A well-designed website and mobile app with a clean interface, easy navigation, and visible customer reviews. Displaying certifications and licenses to assure customers of medicine authenticity. Positive reviews and ratings on websites and social media to enhance trust.

**Features for Customers:** Features for Customers the online medicine delivery app must have user-friendly features and an easy-to-use interface to make ordering a breeze. Hence, some of the most significant features of customer dashboards are:

**Profile Management:** It must have the option to give its users the option to build their user profile. New users can register and sign up for the online medicine delivery with all the necessary details, including name, address, email address, phone number and payment methods.

**Search Medicines:** It can help customers search for the medicines and check if it is available at the online medicine store or compare prices with the others. Customers can also use certain filters to find the right suggestion for drugs.

**Order Tracking:** This comes as a lifesaver for the customers. Once they have ordered the medicine, they can track their orders in real-time and get information such as the name and contact details of the delivery agent.

**Customer Chat:** Customers should be able to contact the customer support team in case of any complaints or concerns. Online mobile app development companies also allow customers to contact the pharmacy directly to know the availability of medicines. Customers can also contact delivery personnel via chat or phone to expedite their orders.

### **Financial Plan**

Wah Meds' financial plan includes a detailed analysis of future sales forecasts, profit and loss statements, balance sheets, and cash flow projections. This comprehensive financial strategy is essential to understanding the company's financial health, making informed decisions, and ensuring sustainable growth.

**Table 1**

**Sales Projections**

Month	Projected Orders	Average order Value	Total Sales Revenue
MONTH 1	300	1800	540,000
MONTH 2	500	1800	900,000
MONTH 3	800	1800	1440,000
MONTH 4	1200	1800	2160,000
MONTH 5	1500	1800	2700,000
MONTH 6	2000	1800	3600,000
MONTH 7	2500	1800	4500,000
MONTH 8	2800	1800	5040,000
MONTH 9	3000	1800	5400,000
MONTH 10	3200	1800	5760,000
MONTH 11	3500	1800	6300,000
MONTH 12	3800	1800	6840,000
<b>TOTAL (YEAR 1)</b>	<b>29300</b>	<b>1800</b>	<b>52,140,000</b>



**Table 2****Projected Income Statement (Year 1)**

Category	Amount (pkr)
Revenue	52,140,000
Cost of goods sold	(25,000,000)
Gross Profit	27,140,000
Operating Expenses	
Salaries	(7,200,000)
Marketing	(3600,000)
Delivery Cost	(5400,000)
Technology Maintenance	(1,200,000)
Miscellaneous Expenses	(1,200,000)
Total Operating Expenses	(18,600,000)
Operating Profit	8,540,000
Taxes(30%)	(2,562,000)
Net Profit	5,978,000

**Table 3****Balance Sheet (End of Year 1)**

Assets	Amount	Liabilities & Equity	Amount
Current Assets		Current liabilities	
Cash	2,000,000	Accounts Payable	1,000,000
Account Receivable	3,000,000	Short term loan	3,000,000
Inventory	5,000,000	Total Current liabilities	4,000,000
Total Current Assets	10,000,000		

**Table 4****Cash Flow Projections (Year 1)**

Fixed Assets	Equity
Technology	Owner equity
Development	
Equipment	Retained Earnings
Total Fixed Assets	Total Equity
Total Assets	Total Liabilities & Equity

**Table 5****Cash Flow**

Category	Amount
Operating Cash inflows	
Sales Revenue	52,140,000
Total inflows	52,140,000
Operating Cash outflows	
Salaries	(7,200,000)
Marketing	(3,600,000)
Delivery costs	(5,400,000)
COGS	(25,000,000)
Miscellaneous	(1,200,000)
Total outflows	(42,400,000)



Category	Amount
<b>Net Operating Cash flow</b>	9,740,000
<b>Investing cash flows</b>	
Technology Investment	(2,500,000)
Equipment Purchase	(1,500,000)
<b>Total Investing cash Flow</b>	(4,000,000)
<b>Financing Cash flows</b>	
Owner Equity Injection	5,000,000
Loan	3,000,000
Total Financing	8,000,000
Net Cash flow	13,740,000

#### **Break-Even Analysis**

**Fixed Costs (Year 1):** PKR 13,200,000 (salaries, marketing, tech maintenance, etc.)

**Selling Price per Order:** PKR 1,800

**Variable Cost per Order:** PKR 1,200

$$\begin{aligned}\text{Break-even Sales} &= 13,200,000 / 1800 - 1200 = 13,200,000 \text{ orders/year} \\ &\text{Break-even Monthly Sales} \\ &= 22,000 / 12 \\ &= 1,833 \text{ orders/month}\end{aligned}$$

Developing a detailed financial plan will enable Wah Meds to make smart strategic decisions, ensure financial stability, and support sustainable development. Regularly monitoring and updating these financial projections will help Wah Meds adapt to market changes and continually achieve their business goals.

#### **Overall Impact Analysis**

The Wah Meds initiative is likely to have a significant impact on healthcare accessibility in Wah Cantt.

The project will directly address key challenges such as limited pharmacy operating hours, travel restrictions and limited access to essential medicines through the implementation of an online medicine delivery platform. The introduction of telemedicine services and home lab testing will further strengthen the healthcare ecosystem and provide a comprehensive solution for residents.

The project focuses on working with local pharmacies to ensure customers receive authentic medications, building trust and reliability. Additionally, the platform's easy-to-use app and website, as well as real-time order tracking, simplify the customer experience and drive digital healthcare adoption. Wah Meds contributes to the local economy by providing job opportunities for delivery personnel, IT personnel, and customer service representatives.

Additionally, the project has the potential to ease the burden on brick-and-mortar pharmacies by decentralizing the drug procurement and delivery process, but challenges such as regulatory compliance, operational scalability, and customer trust need to be effectively addressed to ensure long-term sustainability.

Overall, Wah Meds has the ability to revolutionize healthcare services in Wah Cantt, laying the foundation for future expansion while providing convenience and accessibility to residents.

#### **Company Analysis**

Wah Meds is a revolutionary company; combining technology, healthcare and customer centricity to solve real healthcare problems. The company's strength lies in its innovative approach to medicine delivery and its ability to identify and fill gaps in community care. The company values convenience and leverages its digital platform to provide customers with a seamless experience. Our business model incorporates partnerships with local pharmacies and efficient logistics to ensure quality service and operational efficiency.

However, as a new entrant in a market where online medical services are still in their infancy, the company faces many challenges, including how to build trust. Reliance on technology and the need to comply with regulations are also obstacles that Wah Meds must carefully navigate.

The company's reliance on local pharmacies and third-party delivery services could create logistical bottlenecks as it scales. However, with strong demand for digital healthcare services driving market expansion



potential, Wah Meds has emerged as a promising company in Pakistan's e-health sector. By continuously innovating and addressing operational challenges, Wah Meds is poised to become a trusted leader in the industry.

### **Summary**

Wah Meds aims to transform healthcare delivery in Wah Cantt by launching an innovative online medicine delivery platform. A feasibility study highlighted the immediate challenges faced by residents, including limited pharmacy opening hours, restrictions on movement and limited access to medicines. Wah Meds is leveraging technology to bridge this gap by providing a user-friendly mobile app and website that allows customers to order medications, consult with certified doctors online, and book lab tests from home.

The business model emphasizes collaboration with local pharmacies to ensure supply and timely delivery of medicines. The project also addresses the growing demand for convenience and accessibility of healthcare, providing a comprehensive solution tailored to the needs of the community.

From a financial perspective, Wah Meds demonstrates high revenue potential through sales commissions, delivery fees, and subscription plans. The platform is designed to scale operations efficiently and accommodate future market expansion. Wah Meds has a strong value chain including pharmacies, delivery personnel, and healthcare providers to ensure seamless operations while building trust with customers. The SWOT analysis highlighted strengths in terms of convenience and product variety but also pointed out challenges such as logistical and regulatory issues. Despite these obstacles, the platform's market expansion opportunities and loyalty program make the business promising. Wah Meds is expected to bridge the gap between accessibility and quality and become a key component of Wah Cantt's healthcare infrastructure.

### **Conclusion**

Wah Meds has the potential to revolutionize the healthcare landscape in Wah Cantt by providing convenient, reliable, and technology-driven solutions for medicine delivery and healthcare services. By addressing key pain points such as limited access to healthcare services and inefficient healthcare systems, Wah Meds positions itself as a customer-centric innovation platform.

The integration of teleconsultation services and lab testing enhances its value proposition, making it a one-stop option for healthcare needs. However, to ensure a long-term success, the company must overcome challenges such as building trust, maintaining regulatory compliance, and implementing operations as it scales. With the right focus on customer satisfaction, quality assurance, and operational efficiency, Wah Meds can become a reliable name in the e-health sector. The platform's emphasis on partnerships with pharmacies and local service providers ensures that the platform is well connected to the community it serves.

Additionally, Wah Meds will continue to innovate and expand its product offerings, enabling it to move beyond Wah Cantt and serve other underserved markets. In summary, Wah Meds has built a solid foundation for a sustainable, scalable business that can significantly improve healthcare accessibility in Pakistan.

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**APPENDIX**

**Questionnaire for Wah Meds Business Plan**

**Instructions**

Please select the number that best represents your agreement or disagreement with each statement.

1. **How often do you find it inconvenient to visit a physical pharmacy?**  
1 2 3 4 5 (Never to Always)
2. **How often do you face time constraints that prevent you from visiting a pharmacy?**  
1 2 3 4 5 (Never to Always)
3. **How often do you encounter difficulties in accessing a pharmacy due to distance or mobility issues?**  
1 2 3 4 5 (Never to Always)
4. **How comfortable are you with online shopping for general products?**  
1 2 3 4 5 (Not at all to Very comfortable)
5. **How much trust do you have in online pharmacies for purchasing medicines?**  
1 2 3 4 5 (No trust to Full trust)
6. **How important is it to you to get the best price on medicines?**  
1 2 3 4 5 (Not important to Very important)
7. **How important is it to you to receive your medicine within a specific timeframe?**  
1 2 3 4 5 (Not important to Very important)
8. **How important is it to you to ensure the authenticity of the medicines you purchase online?**  
1 2 3 4 5 (Not important to Very important)
9. **How concerned are you about the privacy of your personal and medical information when ordering medicines online?**  
1 2 3 4 5 (Not concerned to Very concerned)
10. **How confident are you in the security of online payment systems for purchasing medicines?**  
1 2 3 4 5 (Not confident to Very confident)
11. **Is it important to you to have access to reliable customer support for any issues or queries related to your online medicine orders?**  
1 2 3 4 5 (Not important to Very important)
12. **How important is it to you to have a wide range of medicines available for purchase online?**  
1 2 3 4 5 (Not important to Very important)
13. **How important is it to you that the online medicine ordering process is easy to understand and navigate?**  
1 2 3 4 5 (Not important to Very important)
14. **Would you prefer to order medicines through a mobile app or a website?**  
1 2 3 4 5 (Website only to Mobile app only)
15. **Would you be comfortable uploading your prescription online for verification?**  
1 2 3 4 5 (Not at all to Very comfortable)
16. **Would you be interested in having the option to consult with a doctor online before ordering medicines?**  
1 2 3 4 5 (Not interested to Very interested)
17. **Would you be interested in loyalty programs or discounts offered by online pharmacies?**  
1 2 3 4 5 (Not interested to Very interested)
18. **How would you feel about paying a delivery fee for your online medicine orders?**  
1 2 3 4 5 (Strongly disagree to Strongly agree)
19. **How would you feel about the minimum order value to avail free delivery?**  
1 2 3 4 5 (Strongly disagree to Strongly agree)
20. **How satisfied are you with the idea of an online medicine delivery service in Wah Cantt?**  
1 2 3 4 5 (Very dissatisfied to Very satisfied)