

The Study of Usage Software Applications Utilized in Retail Medical Shops Business

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Abstract: Pharmacy shops are retailers or distributors of the restorative shop and they are utilizing the IT software applications to engage organizations in amassing of little retailer organizations or merchants. But how can the small business be used to improve the efficiency of inventory, sales, purchase? By overall software, usages to understand the current business situations. To improve business style and sustainability. The researcher focused on software applications, usage & monitoring the Impact and found the solutions to improve the efficiency with the help of software applications in this paper.

Purpose: This researcher observed in a particular medical shop business there is used software application to monitor the business, but need to check the level of usage in small retailer business.

Methodology: The study is based on primary and secondary research data and the latest technology trend views on the pharmacy retailer business.

Results: This study, it is will discover business insights into the level of usage of software application in the small retail business of medical shops.

Originality: This present study fills this gap in the level of usage in small pharmacy retailer business

Keyword: Pharmacy, medical shop, small retail business, software application, usage.

1. INTRODUCTION OF THE PHARMACY RETAIL BUSINESS:

Indian Retail Pharmacy industry is broadly divided all through the nation. The all-out Indian retail drug store market has been developing at a normal of 18% per annum throughout the most recent couple of years and is foreseen to develop by much higher numbers later. The worldwide Pharmacy Retail market is extended to show a hearty development spoke to by a CAGR of 4.94% during 2018-2023. The North America drug store retail market is the biggest on the planet. The drug retail market in Asia-Pacific the second biggest on the planet.

The Drugs and Cosmetics Act has classified medications into five timetables going from meds that have restricted danger to those that have a more noteworthy potential to be manhandled. The third timetable conveys all over-the-counter medications; the fourth timetable will convey every doctor prescribed medication; the fifth timetable will have anti-infection agents and hostile to bacterial medications; the 6th will manage opiates and psychotropic medications, and the seventh will cover any

drugs that do not fall under different timetables. There are no first or second timetables.

Drug store Retail Market in India is required to arrive at an estimation of INR 2.9 bn by 2022. The drug store retail market in India has seen a development lately under rising interest for OTC medications and private name items fuelled by broad commercial by different associations. Indian E – drug store industry, it is foreseen to develop at a CAGR of over 20%, crossing the US\$ 3 Billion imprint by 2024. The homegrown Indian Pharmaceutical industry is assessed to be worth \$ 12 billion, developing at around 8-9% every year. The coordinated drug retail market size is assessed to be Rs.2600 crores¹.

2. SIGNIFICANCE OF SOFTWARE APPLICATION IN MEDICAL SHOP:

Software Application help to right stocks Most drug stores face the issue of finding the correct equilibrium of stocks in their stock. With pharma broker, increase deals - it helps you to keep harmony reestablished in your drug store, yet indeed utilizing Pharma Trader prompts an expansion in deals for your clinical shop. Wonderful Tracking - With the best clinical charging programming, you can anticipate that your business should be inconceivably smooth and shrewd simultaneously. The criticalness of programming application in clinical shops needs to legitimize with level utilization in their retail business².

3. PROBLEM STATEMENT:

To study about the usage of the software application being used in medicinal/ pharmacy stockiest for the business execution of these stores to the extent that output.

4. SIGNIFICANCE OF THE STUDY:

To identify the level of usage in the retail business and system is supported by business enhancement. And verify the overall business satisfaction of retailer and distributors of stockiest.

5. LITERATURE REVIEW & GAP ANALYSIS:

Ms Mahatme (2012): This research on highlights Economic analysis plays a pivotal role in the management of the medical store and more discussed on inventory control techniques, economics order analysis.

The form above explore paper, it is understandable that with the inventory control techniques and economics order. But above researcher has not discussed on medicine management system application and its usages level important³.

Lt Col Ashok Kumar (2015): In this research paper authors more focuses on Medical stores management in hospitals and poor saturation of Information Technology.

This research article supports the researcher to identify the scope and understand how medical management systems help to the hospital. In this paper no more discussion on software application usage and level of stratification⁴.

Jonas Hartfelder (2016): In this article authors discussed on Opportunities and Challenges for local Retailing in an Environment Dominated by Mobile Internet devices.

The form above study paper it is comprehensible about the mobile services is dominated to small retailing business. But no more discussion on software applications and its usage in retailing business⁵.

Venky Shankar (2019): In this research, the paper author is discussed on Big Data and Analytics in Retailing and its challenges in business.

This research article supports the researcher to understand new challenges in the retail business like big data management in the small retail business. But no more discussion on software application and its new challenges related features required in a software application⁷.

6. RESEARCH METHODOLOGY:

The research conducted is of the explanatory and experimental research as well as analytical
Sample design: Random Sampling Method would be used.

Sources of Information: Primary and secondary data.

7. OBJECTIVE:

To study the fulfillment level of usage of software utilized by medicine retailer and distributors.

8. HYPOTHESIS TEST:

The researcher has applied statistical test Chi-Square goodness of fit test based on the nature of data and used IBM SPSS 24.0 computer software.

Statistical test: Chi-Square Goodness of fit Test

Variable and measurement: To measure the usage of the software application of the medical shop management system (MSMS) by a medical shop in PUNE, respondents asked to comment on the following question.

How much is the software that is using is customized?

1. Fully customized (all features used)
2. Significantly customized (very few features used)
3. Moderately customized (some features used)

H0: Frequency of three response options (fully customized, significantly customized, moderately customized) are uniform.

H1: Frequency of three response options (fully customized, significantly customized, moderately customized), not uniform.

The Level of significant alpha (α) = 0.05 considering P-Value is less than a level of significance (0.05) hence the null hypothesis rejected.

Hence it is concluded that three response options fully customized, significantly customized, and moderately customized difference in frequencies.

Table no. 1 Hypothesis: **Chi-Square test**

Chi-Square	1255.8457
Df	2
Asymp.Sig	0.000

To find out were difference lie we refer to the frequency table.

Table no. 2: Hypothesis 5: Software that you are using is customized.

Variables	Observed N	Expected N	Residual
Fully customized (all features used)	7	23.3	-16.3
Significantly customized (very few features used)	43	23.3	39.7
Moderately customized (some features used)	20	23.3	-3.3
Total	70	70	

9. DATA ANALYSIS:

The from frequency table it is clear that all features used has the total number of frequency count is 70. Moreover, 7 respondents of retailer are using all features of the software, and 43 respondents of retailers are using very few features of the software, & 20 respondents of retailers are using some features of the software. Hence it is explicit that most medical shops use very few features of the software application of the medical shop management system.

Hence study the fulfillment level of usage of software utilized by medicine retailer and distributors is insufficient in the medical shops -> **“Proved”**

Hence the above Null hypothesis is rejected.

10. FINDING AND OBSERVATION:

1. It observed that in the variety of literature reviews most of the research discussed on inventory techniques analysis, big data, and mobile. But not specify the role software application in small retail business and its level of satisfaction.
2. It seems that from the literature review researchers has no more study create about software application and usages level.
3. It found that from data analysis about software that you are using is the customized level of respondents is using the software application in medical shop and that level is very few features used during business monitoring.
4. It noticed that from data analysis related usage of software application in medical shops of retailer and distributors required more awareness related usage and its benefits.

11. SUGGESTION AND RECOMMENDATIONS:

1. Based on finding and observation of the literature reviews the gap found in about software application and its usages are not considered by retailer and distributors. It means that the researcher needs to develop such a framework and guideline to medical shops and software developers.
2. Based on the observation FDA (food and drugs administration) must create awareness about software application use in daily routines of business and mandatory guideline.
3. The theoretical framework based on finding, observation and literature review gap details is given below fig. no.1

4. CONTRIBUTION OF THE STUDY:

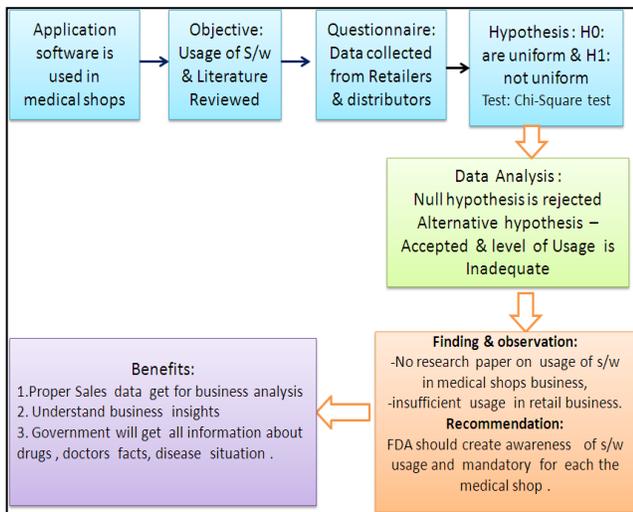
It will help to Pharmacy industries and medical shops retailers and distributors to understand business insights, new business challenges, and customer expectations, Governments also get more details of drugs, disease situation

5. LIMITATION OF THE STUDY:

This study is covered only Pune-PMC and Does not cover, medical shops are selling Ayurveda and homoeopathic or surgical items.

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Researcher Contributions

Fig.no.1: Theoretical framework of the Study.