

**Summer Training at
Gujarat Medical Services Corporation Ltd, Gandhinagar, Gujarat
(April 3 to June 2, 2017)**

**Consumer Satisfaction Towards Deendayal Prime Minister Jan Aushadhi
Store, Vadodara Region**

**By
Amit Kumar Jain**

**Under the guidance of
Mr. Abhishek Dadhich**

**MBA Pharmaceutical Management
2016-2018**

The logo of IIHMR University, featuring the letters 'i' and 'H' in a stylized purple font, followed by 'IIHMR' in a bold black font, and 'UNIVERSITY' in a smaller purple font to the right.
School of Pharmaceutical Management
The IIHMR University, Jaipur
2017

CERTIFICATE

This is to certify that **Mr. Amit Kumar Jain** has undergone summer training at **Gujarat Medical Service Corporation Limited, Gandhinagar (Gujarat)** from **3rd April 2017 to 2nd June 2017**.

The candidate himself completed the project assign to him during summer training. His approach to the project was sincere and proactive. This summer training is in partial fulfillment of the course requirement recommended for the award of MBA in Pharmaceutical Management.

I wish him success in all his future endeavors.



Col (Dr.) Ashok Kaushik
Dean (Academic & Student Affair)
The IIHMR University, Jaipur



Mentor
Mr. Abhishek Dadhich.
Assistant Professor
The IIHMR University, Jaipur

The certificate is awarded to

Amit Kumar Jain

In recognition of having successfully completed his

Summer training in the department of

Logistics & Supply chain

and has successfully completed his Project on

Customer satisfaction towards Deendayal Prime Minister Jan Aushadhi Store

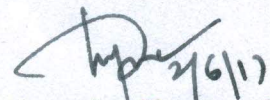
3rd April, 2017 – 2nd June, 2017

At

Gujarat Medical Services Corporation Limited



We wish him all the best for future endeavors


Managing Director , GMSCL

ANNEXURE
SUMMER TRAINING REPORT
THE IIHMR UNIVERSITY, JAIPUR

STUDENT NAME	Amit Kumar jain
ROLL NUMBER	0059
EMAIL ID	Amitumari1993@gmail.com
CONTACT NUMBER	09302573507
NAME OF THE ORGANISATION	GMSCl, Vadodara
ADDRESS OF THE ORGANISATION	Ekta nagar , Vadodara
TOPIC OF THE REPORT	Consumer Satisfaction Towards Deendayal Prime minister Jan Aushadhi Store
DATE OF JOINING	03 APRIL 2017
NEME OF THE ORGANISATION MENTOR	Dr. B. K. Rathore
NAME OF UNIVERSITY MENTOR	Mr. Abhishek Dadhich

ACKNOWLEDGEMENT

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1. Abstract
2. Introduction
3. Organization profile
4. Roll out plan.....
5. Review of literature
6. Objective
7. Research methodology.....
8. Data analysis and interpretation
9. Finding
10. Conclusion
11. References

ABSTRACT

“Customer satisfaction is the degree of satisfaction provided by the goods or services of a company as measured by the number of repeat customers. The main objective of the study is to find out the customer satisfaction and loyalty towards Deendayal Medical store. Descriptive research is followed in this research”. The population includes, who are the customers of Deendayal Medical store, residing at Vadodara, Gujarat. “The samples (i.e. 50 customers) were selected among the customers of Deendayal Medical store, located at Vadodara for this research. The major findings of the study are most (90%) of the respondents are willing to recommend Deendayal Medical store to their friends and relatives and the implications of the study is Deendayal Medical store may try to keep all types of medicines and all brands as per the requirement of local people in that locality”. The research concluded that “the demographic variables such as age group, gender and occupation are having less impact on the factors of customer satisfaction”. The result outcome that, most of the customers are satisfied towards Deendayal Medical store.

KEYPOINT:

Deendayal Medical store, Consumer loyalty.

I. INTRODUCTION

Deendayal prime minister jan aushadhi store is provided branded drug in cheaply compare to other medicine store. 52 Deendayal store opened in all Gujrat. All the process to be undertaken by IT system. the medicine not to be sold at more than 12% profit margin after excluding cost of medicine and store management. Efficient drug logistic management system in place and prescription capture solution is established. Deendayal prime minister jan aushadhi store will be scaled up through franchisee model across the state to extend the network to around 500 stores. All drugs dispensed through Deendayal prime minister store will subject to stringent quality checks through NABL accredited laboratory. More specifically, the focus is on examining the grouped impact of the factors on customer satisfaction. First, this research focuses on factors influencing customer satisfaction. Second, it also attempts to find out the impact of demographic variables on customer satisfaction. Third, this research may reveal the loyalty of the customers towards Deendayal Medical store”.

ORGANIZATION PROFILE

Deendayal Prime Minister Jan Aushadhi Store (DPMJAS)

Deendayal Prime Minister Jan Aushadhi Store(DPMJAS) is an ambitious program conceived and implemented by Govt. of Gujarat to provide branded medicines at affordable prices. Deendayal Prime Minister Jan Aushadhi Store(DPMJAS) pharmacy reflects Govt. of Gujarat's to reduce the cost of drug or out-of- pocket expenditure for the patients. Deendayal Prime Minister Jan Aushadhi Store(DPMJAS) would be selling branded drugs (all specialties), and provide very affordable prices. Patients can buy medicines up to 50-80 percent cheaper prices as compare to general store from Deendayal Prime Minister Jan Aushadhi Store(DPMJAS).

Deendayal Prime Minister Jan Aushadhi Store(DPMJAS) will sell drugs at significant discount on market rates, based on authentic prescriptions from doctors not only to patients Govt. hospitals but also even to patients availing treatment at other hospitals. Stores will be established in Govt. hospital premises or where ever Govt. space is available in the first phase.

Products

Drugs stores operated under this scheme shall have the following products:

- Generic drugs
- Over the counter drugs
- Surgical implants (in next phase of implementation)
- Hospital consumables

Roll out Plan

In first phase, 52 Deendayal Prime Minister Jan Aushadhi Store(DPMJAS) Pharmacies would be setup in major hospitals across all districts. The pharmacies in medical colleges would be running 24 X 7. About 1000 drugs to be made available in the beginning, including around 500 Essential Drug List (EDL) drugs and rest Non EDL drugs. In the next phase, number of drugs will be increased to 2000. Adequate staff to be recruited to run the drug stores & utilize latest software and hardware. Stores will be computerised, and citizen amenities will be provided including furniture, air conditioning etc.

In the second phase, it is proposed to expand the network to around 500-1000 stores across the state. These stores will cover even taluka locations. There will be multiple stores in the bigger towns and cities.

REVIEW OF LITERATURE:

Ronit (2011), in his article, he constructed a tool to measure customer's □ Complacency in retail pharmacy. Customer satisfaction is considered as the important determinants of service quality. In this context, it becomes more relevant to study pharmacy service quality expectations and perceptions of customers".

José Rosa (2009), in her research paper, developed a model to demonstrate that loyalty is a consequence of service quality and customer satisfaction. "Patient Valuation of Pharmacist Services for Self-Care with OTC Medications" The researchers say that, the objectives of this study were to determine whether patients would be willing to "pay for pharmacist self-care services on proper use of over-the-counter medications. In addition, they examined whether patients' willingness to pay was associated with community pharmacy setting and patients' socio-economic factors".

Norman Denim (2003) have presented article on "An Ethical Template for Customer Benefits". The template delineates "four levels of decisions about pharmacy coverage, connecting ethically acceptable types of rationales for limits with decisions made at each level. It provides a framework for organizing ethically relevant reasons for coverage. The process for using the template assures accountability for the reasonableness of benefit decisions. It requires transparency and relevance of rationales for limit setting and reversibility of decisions, including through fair procedures for appeals".

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OBJECTIVE:

PRIMARY OBJECTIVE:

- To find out the consumer perception towards Deendayal Medical store in vadodara, Gujarat.

SECONDARY OBJECTIVES:

- To access the consumer satisfaction towards quality, availability, price of medicines in Deendayal Medical store.

LIMITATIONS OF THE STUDY:

1. The study is conducted in Deendayal Drug store located in Vadodara with 50 respondents only.
2. The respondents' response may have the bias, which may not give true picture about the chosen research topic.

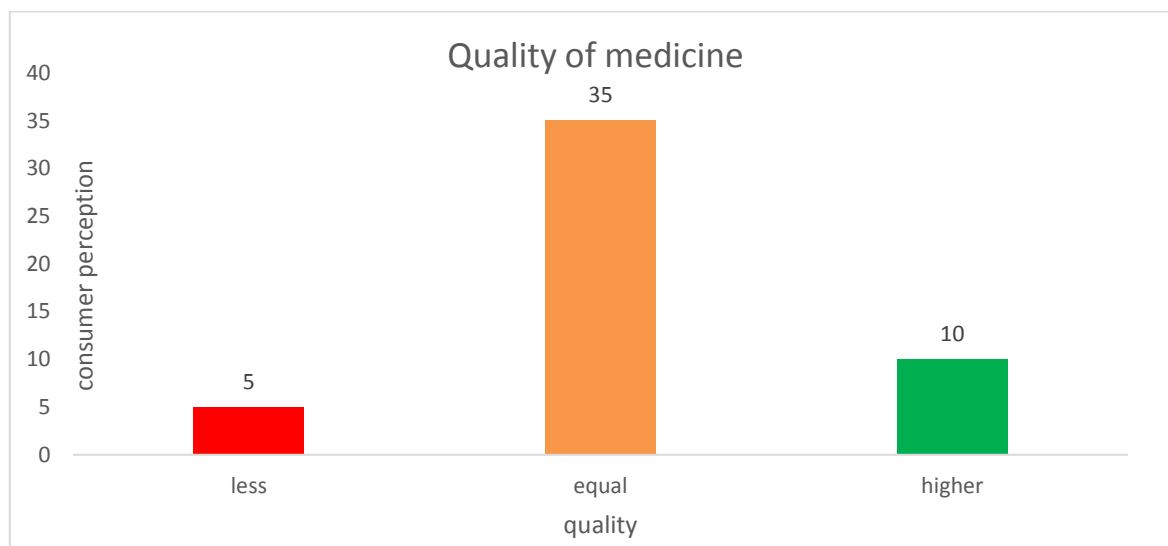
RESEARCH METHODOLOGY:

Research Design:	Descriptive study
Sample population:	Consumers
Sample Area:	Vadodara (Gujrat)
Sample Size:	50 consumers
Sampling Technique:	Non-probability sampling technique

Collection of Data: The research involved data collection from primary sources. The primary data collected through questionnaire. and semi structure interview.

DATA ANALYSIS AND INTERPRETATION:

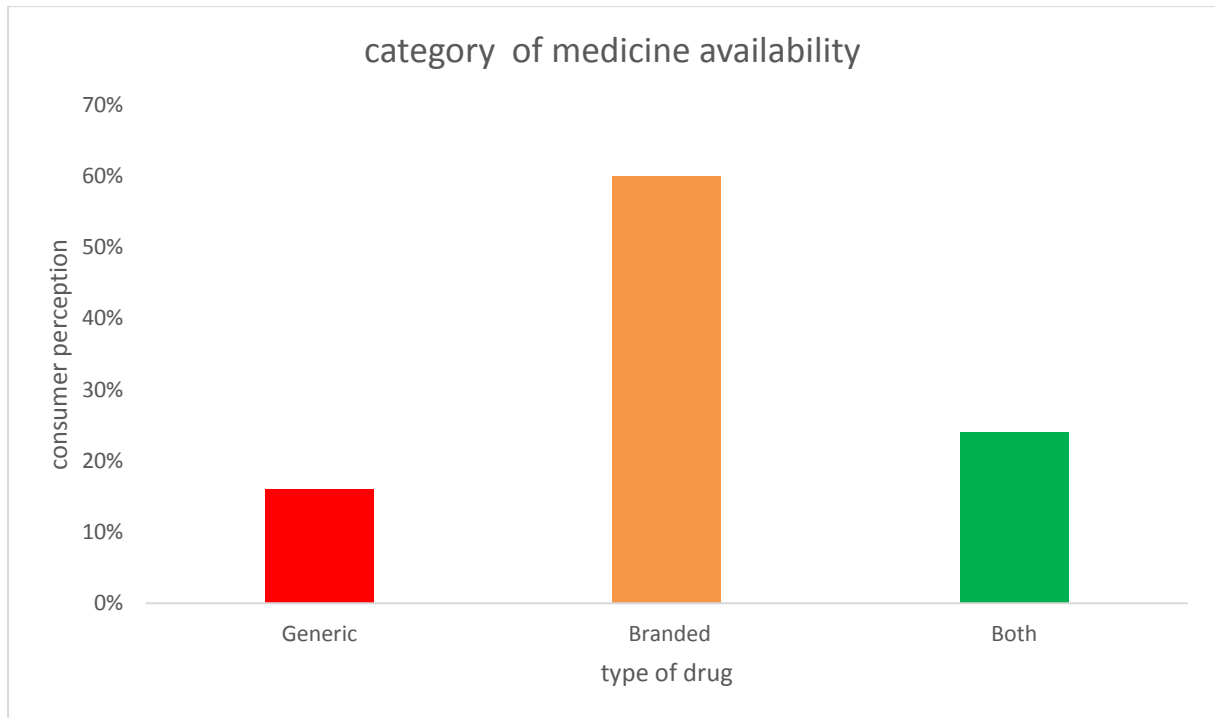
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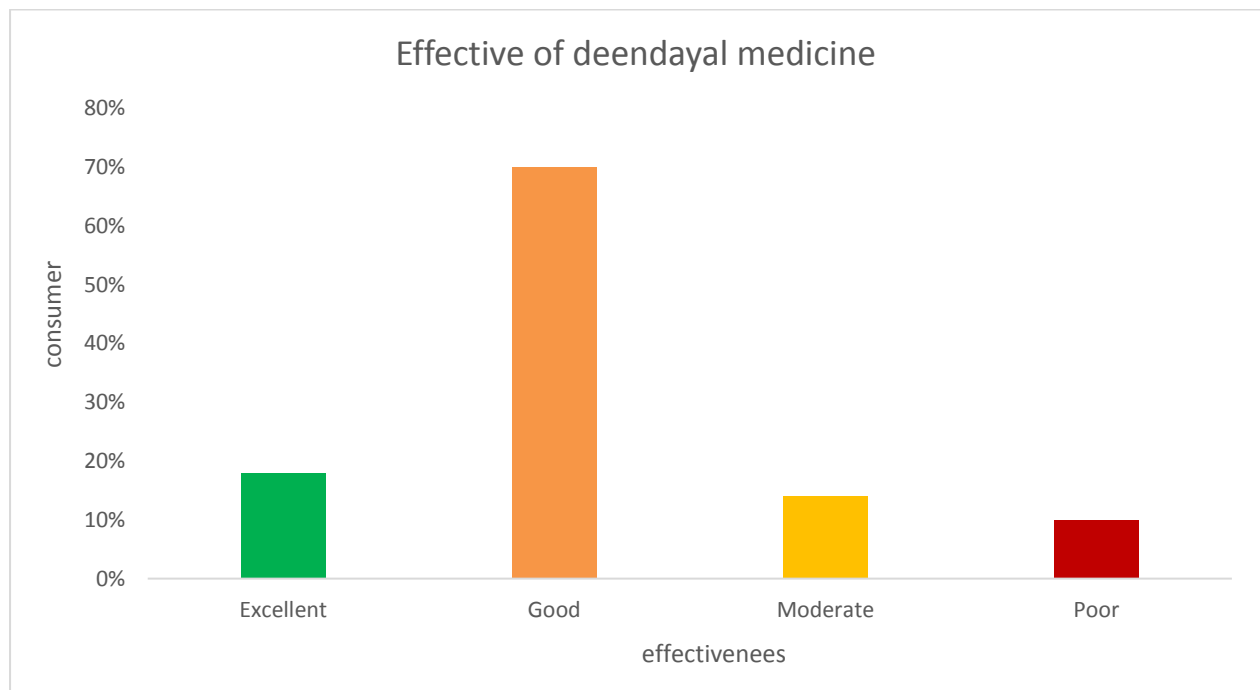
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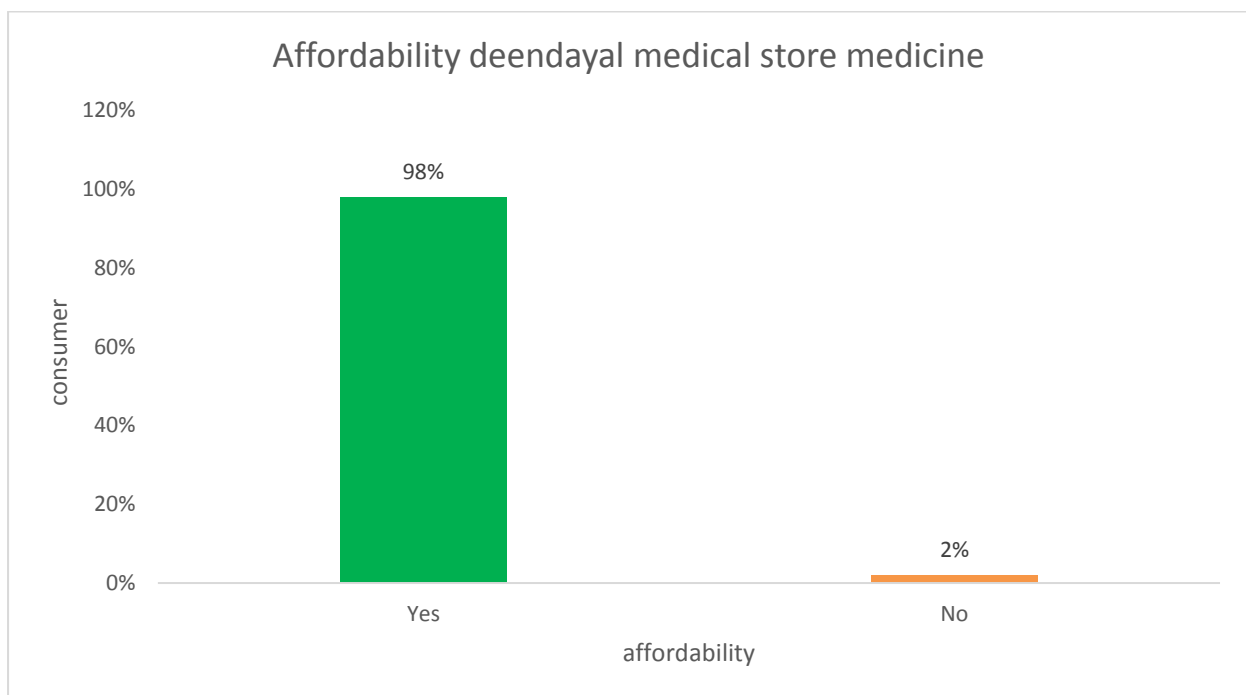
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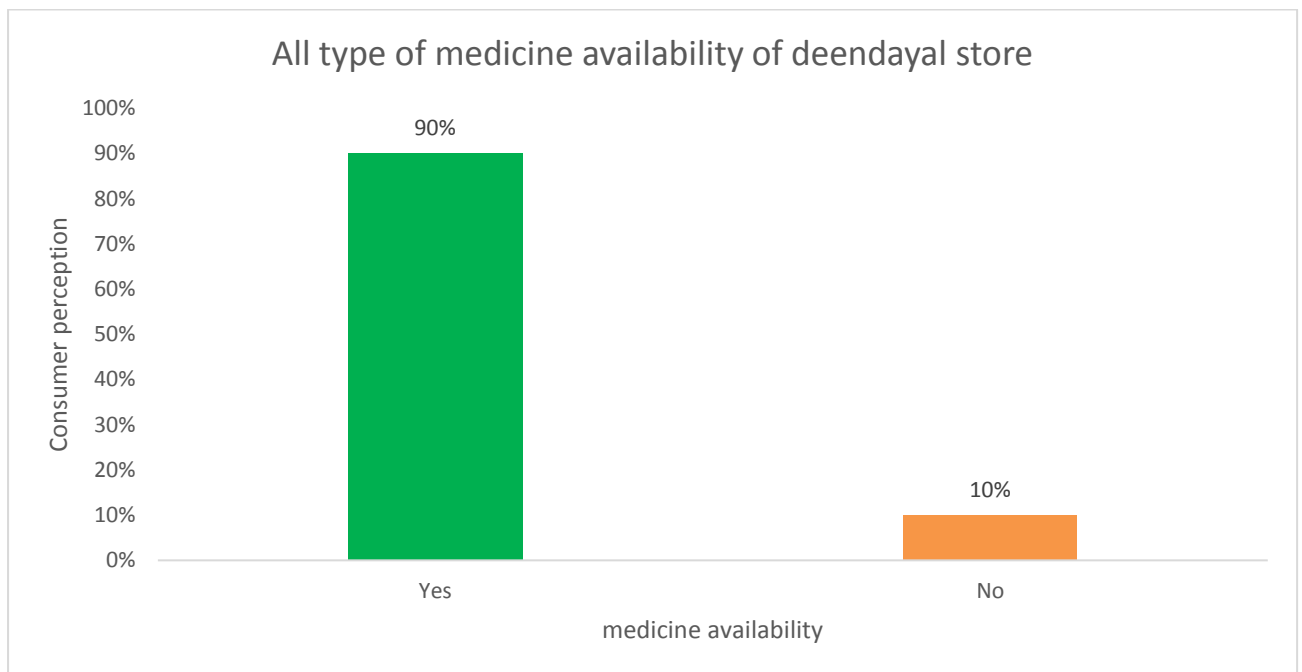
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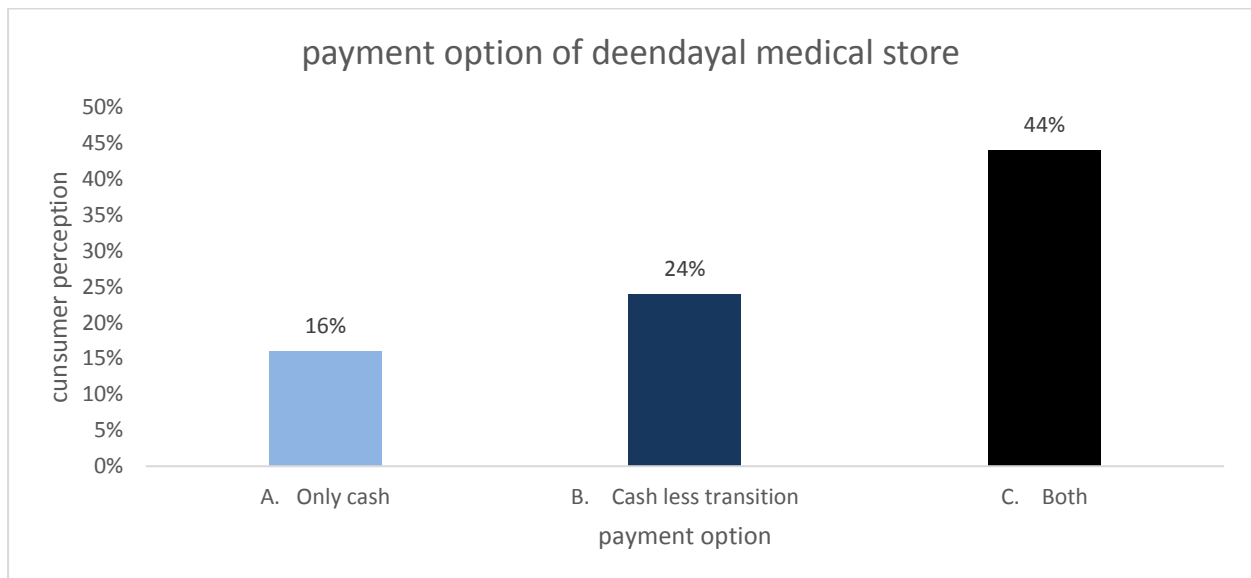
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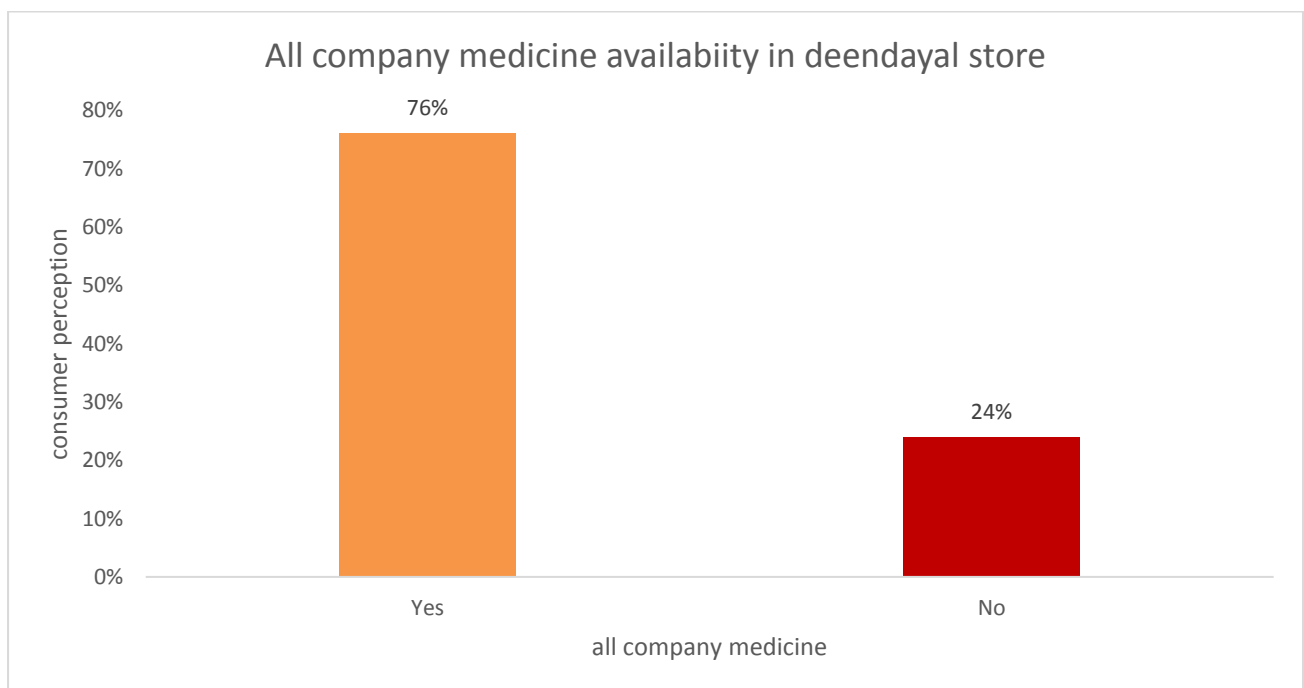
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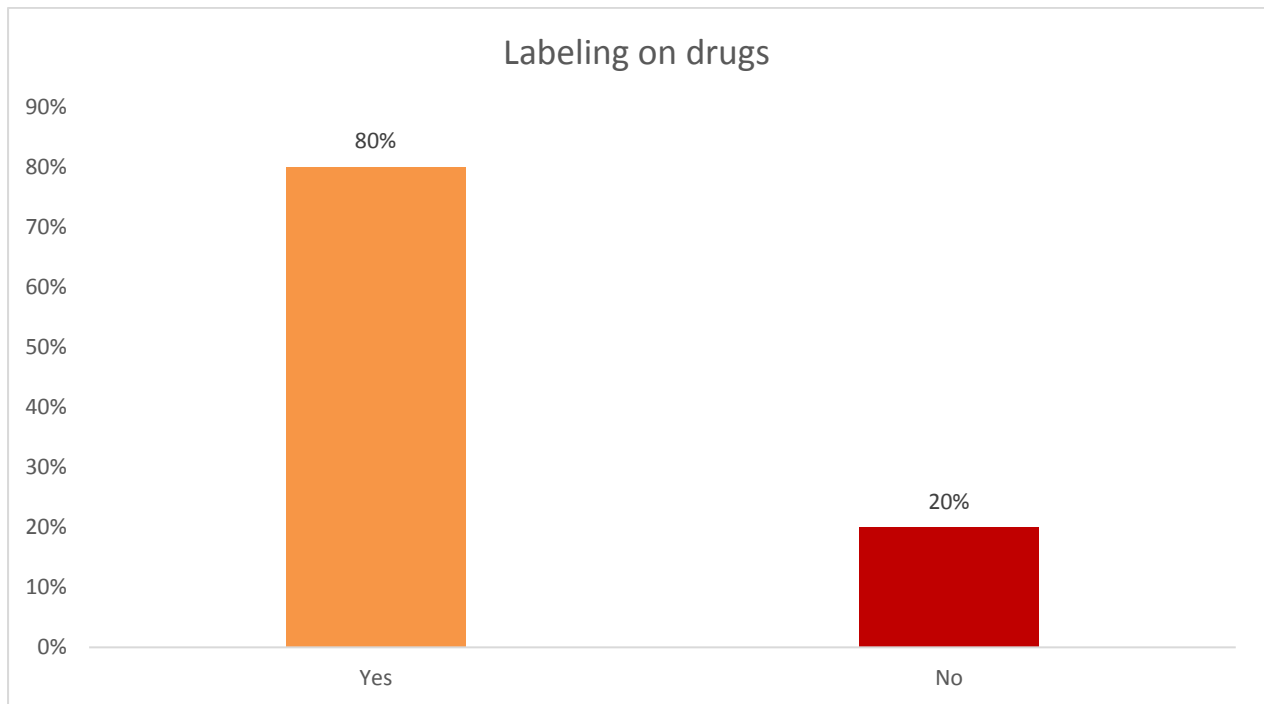
7. Is all company product available in DEENDAYAL medicine store?



Inference:

- ✓ Data show that most of the consumer (76%) said that most of the company products available at deendayal store. 24% consumer said no because sometime all company product is not available.

8.Are Medicines available with proper labelling?



Inferences:

- ✓ Data show that 80% consumer said that drug has available with proper labelling. 20% consumer said that proper labelling is not available.

FINDING:

The medicines available at **Deendayal store** comparatively cheaper than other retail medical shop, so middle and lower-class people affordable to buy from the shop. It is recommended to offer the medicine with reasonable price to attract middle and low-class people.

Deendayal store can improve by keeping all time availability of stocks, so that they can improve their satisfaction level towards **Deendayal store**.

CONCLUSION:

Through the research paper entitled, “A study on customer satisfaction towards Deendayal drug store” it is concluded that “the demographic variables such as age group, gender and occupation are having less impact on the factors of customer’s satisfaction”.

The research study also indicates that, most of the customers which were interviewed they were satisfied towards **Deendayal store** with respect to the chosen factors. It also helpful in affordability. This study also indicates that the customers’ loyalty towards the **Deendayal store** is also good.

REFERENCES:

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2. Peppers, D. and Rogers, M., Managing Consumer Relationships, 2nd Edition, John Wiley and sons, 2011.
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MBA PM 08
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The IIHMR University, Jaipur

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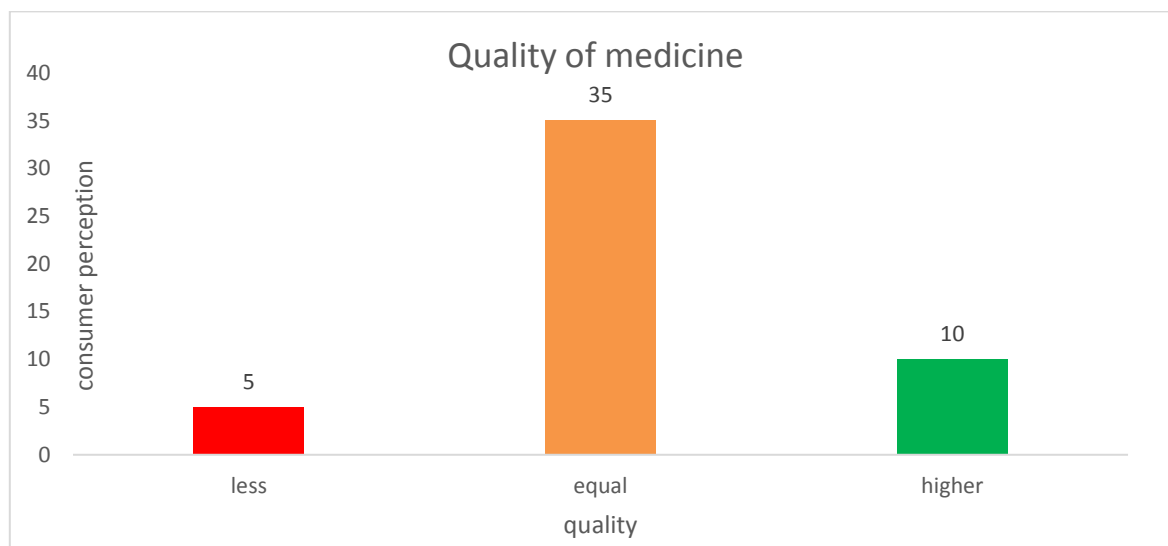
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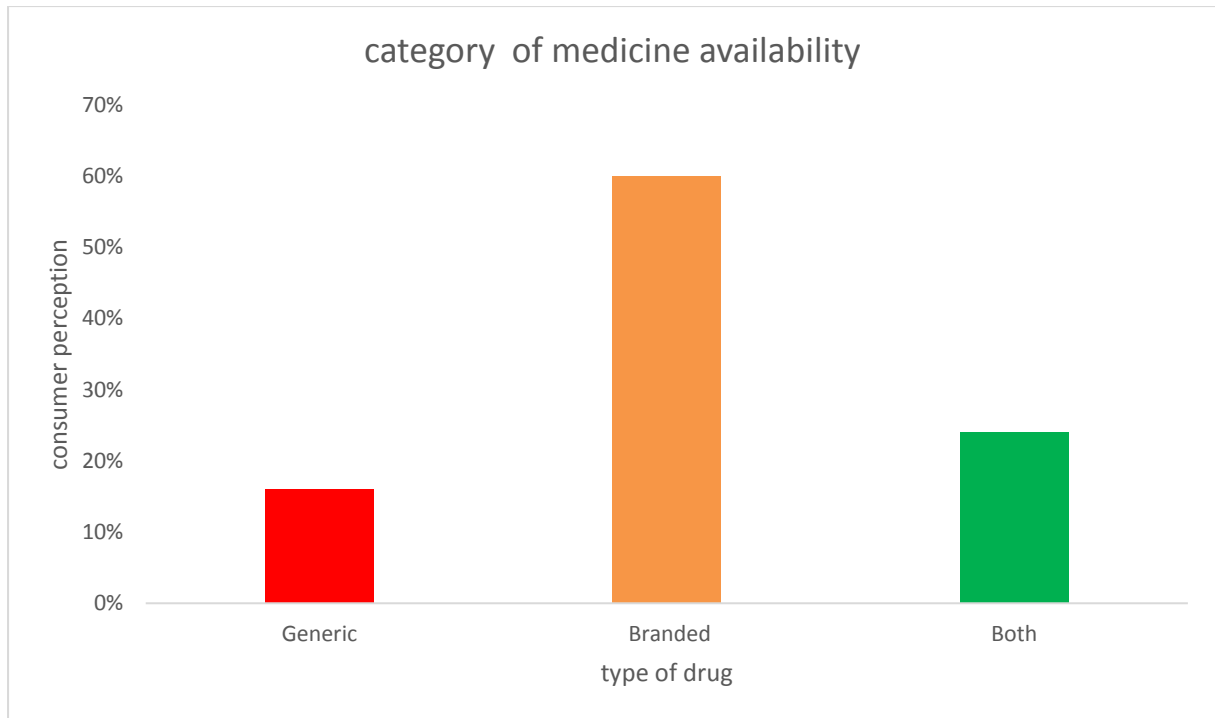
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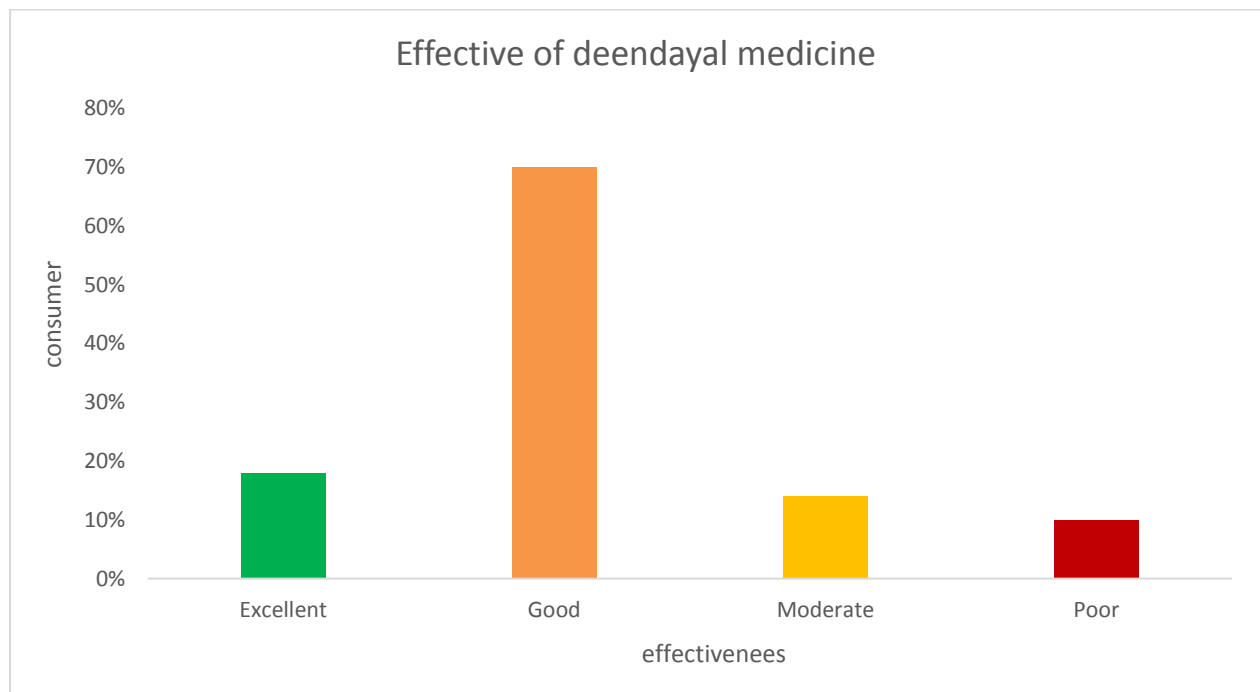
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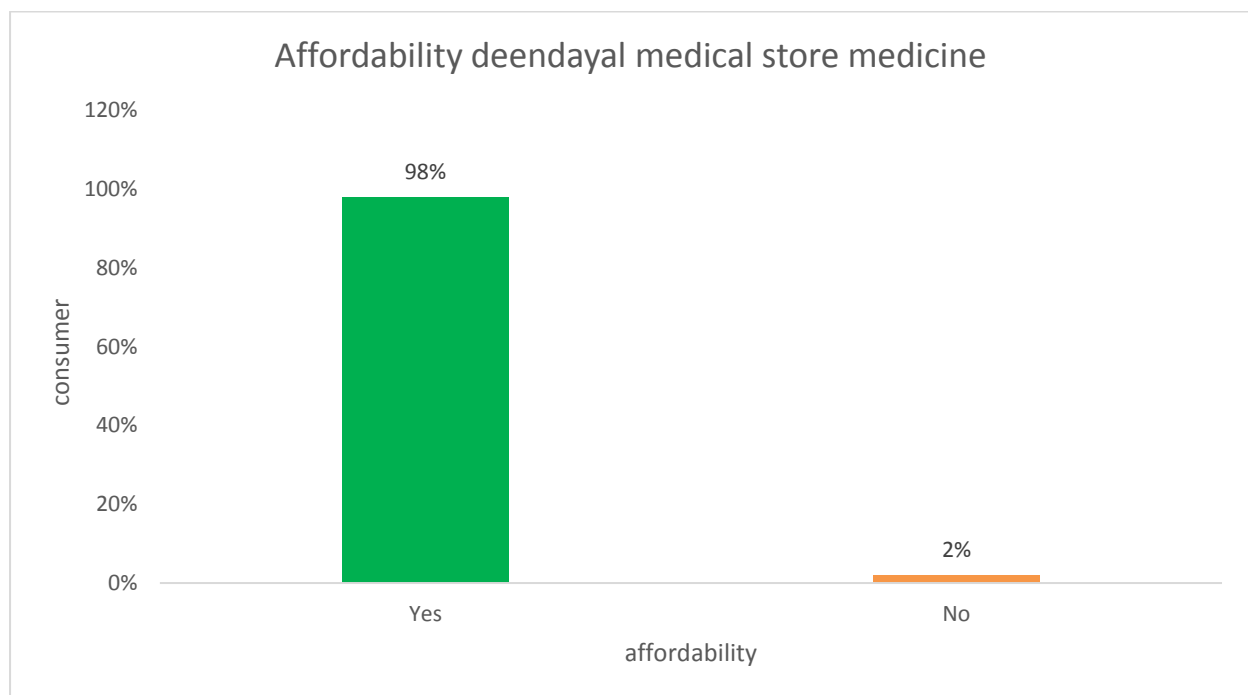
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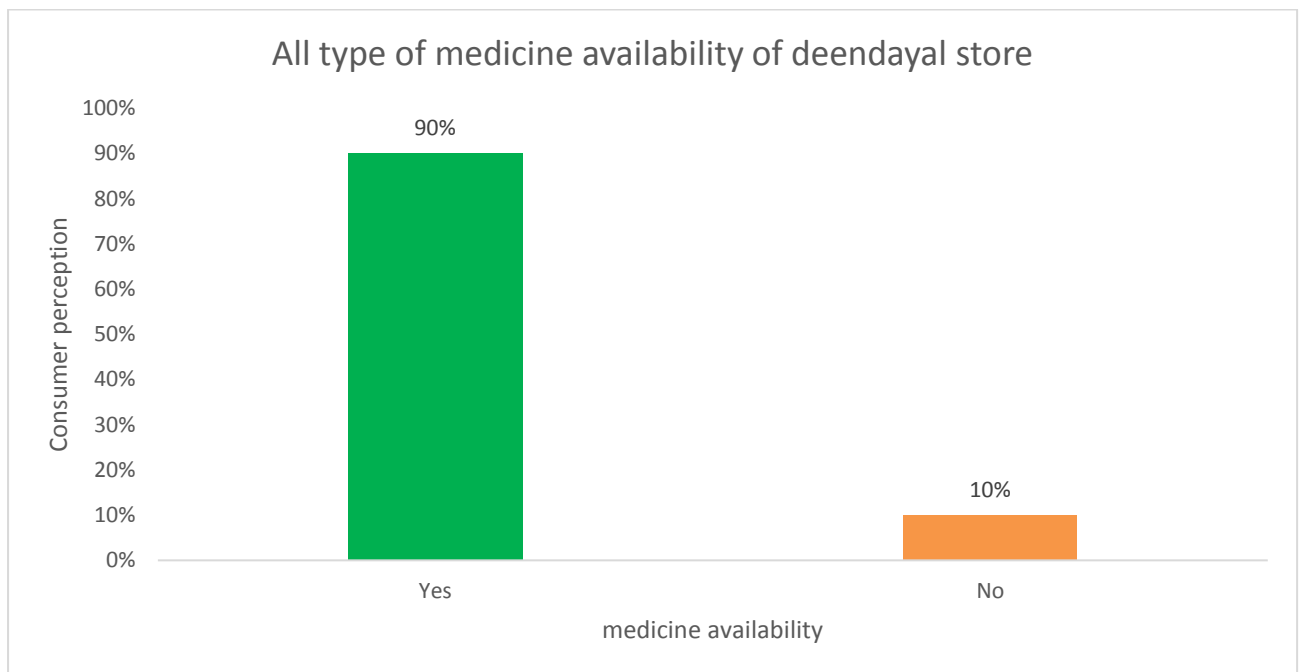
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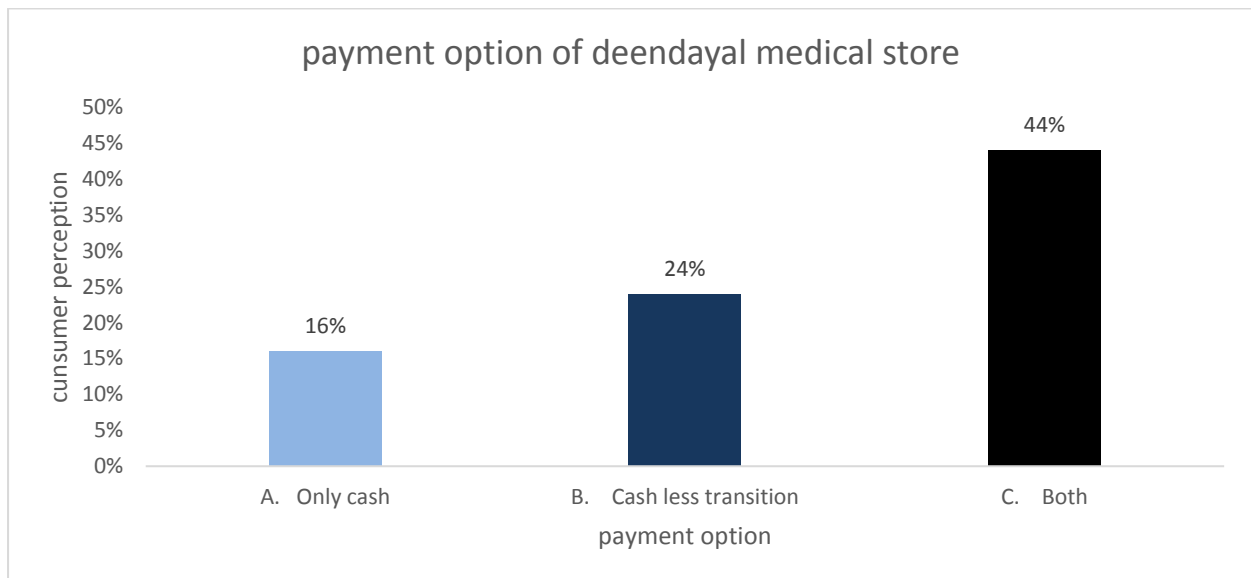
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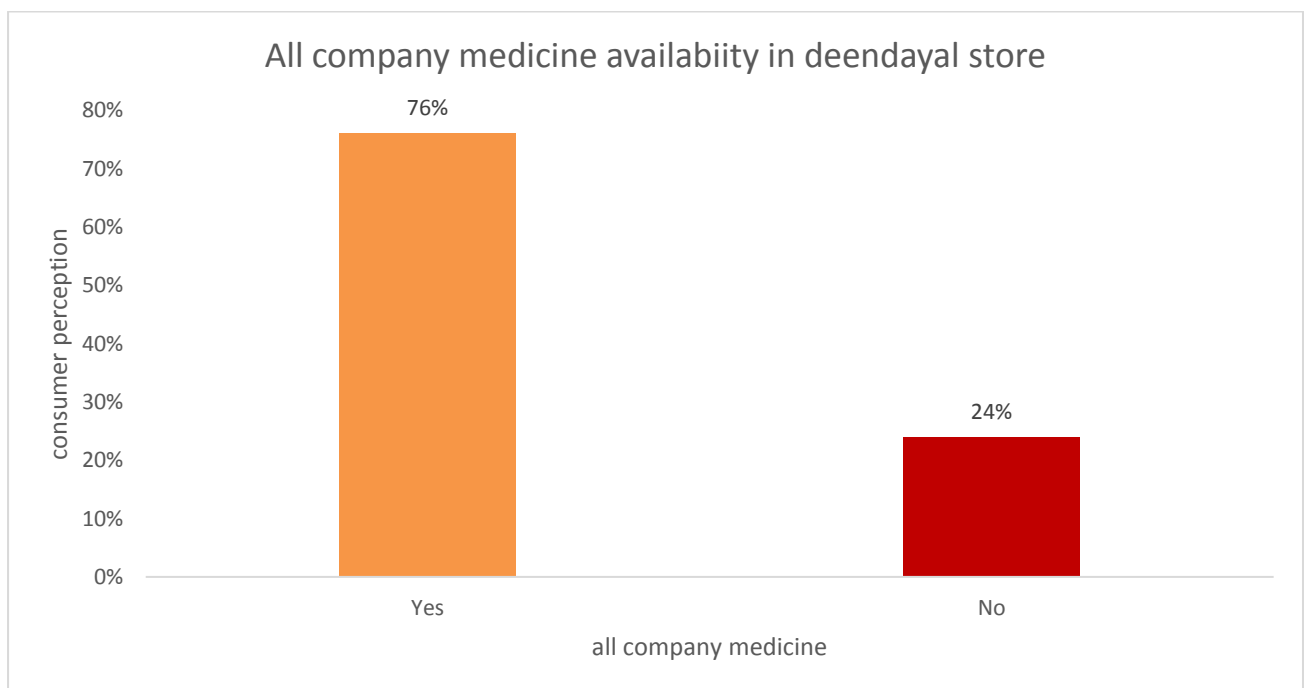
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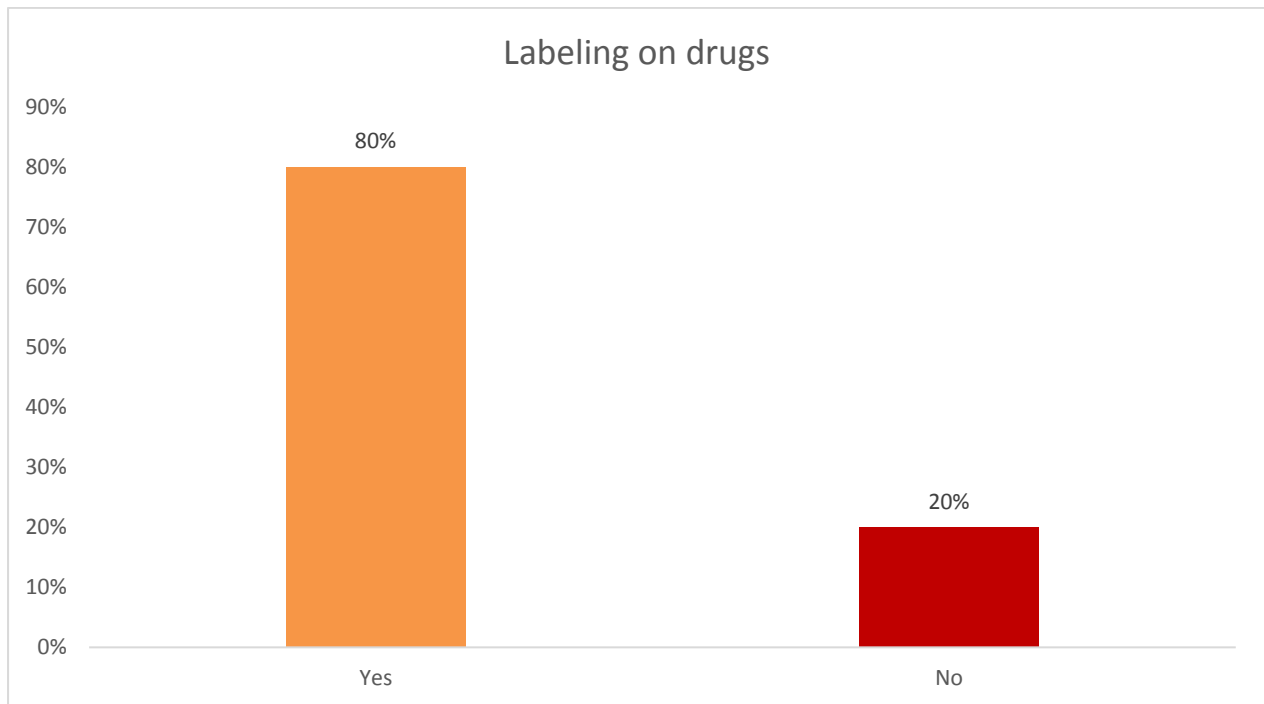
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