

SYNOPSIS

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Title: Understanding Service Expectations, Value-Added Service Needs, and Communication Preferences of Retail Pharmacy Customers in Nanded City: A Study for Shri Siddhivinayak Agencies

Introduction: The pharmaceutical distribution sector is a critical link in the healthcare supply chain, connecting manufacturers to retail pharmacies. In rapidly developing Tier-2 cities like Nanded, the landscape of retail pharmacy operations is undergoing significant evolution, influenced by increasing consumer awareness, technological advancements, and the growing demand for convenience (e.g., home delivery). Consequently, the expectations of retail pharmacies from their distributors are also changing, moving beyond basic product supply to include more integrated services and efficient communication. Understanding these evolving needs is paramount for distributors like Shri Siddhivinayak Agencies to maintain a competitive edge, foster stronger partnerships, and optimize their service delivery. This project aims to provide a clear understanding of these dynamics, enabling Shri Siddhivinayak Agencies to strategically adapt its offerings.

Background of the Problem: The traditional distribution model, while foundational, may no longer fully cater to the contemporary needs of retail pharmacies. With pharmacies themselves adopting digital tools and offering value-added services to their end-customers, they, in turn, expect more sophisticated support from their distributors. Challenges such as stockouts, delivery delays, and inefficient communication channels can severely impact a retail pharmacy's operations and, by extension, a distributor's reputation and market share. This study will address the gap in understanding the specific, nuanced expectations of Nanded's retail pharmacies, allowing Shri Siddhivinayak Agencies to proactively enhance its service model.

Research Question: How can Shri Siddhivinayak Agencies enhance its service delivery and strengthen partnerships with retail pharmacies in Nanded City by aligning with their evolving expectations regarding core services, value-added offerings, and communication channels?

Objectives:

1. To ascertain the **core service expectations** of retail pharmacies from their pharmaceutical distributors in Nanded City.
2. To identify which **value-added services (VAS)** retail pharmacies expect and find beneficial from their distributors.
3. To determine the **most preferred communication channels** for order placement and updates between distributors and retail pharmacies.

Duration of Study: The study will be conducted over a period of approximately 11 weeks, from **March 11, 2025, to May 31, 2025**.

Sampling Technique: A **convenience sampling approach** will be utilized. The study population will include owners, managers, or key decision-makers of retail pharmacies in Nanded City who are responsible for procurement. A target sample size of **60 retail pharmacies** will be aimed for, ensuring representation from various operational scales and tenure in the market.

Data Collection Procedure: Primary data will be collected through:

- **Structured surveys** administered to the identified retail pharmacy representatives. The survey will be conducted using a dual approach: digitally via Google Forms for convenience and efficiency, and via paper-based questionnaires for those who prefer or require offline participation. This will ensure maximum reach and inclusivity.

Data Collection Methods:

- Surveys
- Direct interaction/field visits

Data Analysis Plan: The collected quantitative data will be compiled in Microsoft Excel. Analysis will involve **descriptive statistics**, including frequencies and percentages, to identify key trends and patterns in the responses for each question. Findings will be presented using clear information and interpretation.

Ethical Considerations: All participants will be assured of **voluntary and anonymous participation**. Informed verbal consent will be obtained prior to administering the survey, clearly explaining the purpose of the study. No personal or identifiable business information will be collected, and all aggregated data will be used **solely for academic purposes** and internal strategic planning for Shri Siddhivinayak Agencies.

Implications of Research: This research is anticipated to provide highly actionable insights for Shri Siddhivinayak Agencies. The findings will enable the company to:

- Refine its core service delivery to meet explicit retailer demands.
- Develop and implement targeted value-added services that enhance client satisfaction and loyalty.
- Optimize its communication channels for improved efficiency and engagement.
- Ultimately, strengthen its market position and foster long-term, mutually beneficial partnerships with retail pharmacies in Nanded City.