

Why Join Medkart as a Franchise?

Unique Selling Points (USPs) of Medkart

1) What to Order

Normal Medical Store:

- Owner must identify essential molecules for inventory.
- Needs to determine local demand and cost-effective molecules.
- Must choose from over 100 brands per molecule.

With Medkart:

- Medkart provides guidance on essential medicines.
- Insights into local demand and cost-effective options.
- Automated inventory planning based on extensive data.

2) Whom to Order From

Normal Medical Store:

- Deals with 10-15 different distributors.
- Must compare prices and availability across vendors.
- Time-consuming and complex procurement process.

With Medkart:

- Single distributor (Medkart) for all supplies.
- Direct procurement from manufacturers ensures high margins.
- Simplified, one-stop solution for all medicinal needs.

3) How to Order

Normal Medical Store:

- Manual daily ordering from various distributors.
- Requires extensive time for purchase entries.
- Inefficient and manpower-intensive process.

With Medkart:

- Automated ordering system.
- Daily restocking based on sales data.
- Eliminates manual entries and saves time.

4) Order Receiving and Checking

Normal Medical Store:

- Manual verification of received orders.
- Needs to manually update stock in the system.
- Time-consuming and prone to errors.

With Medkart:

- Automated verification process.
- Stock updates automatically through Medkart's software.
- Simplified and error-free process.

5) Handling Expiry

Normal Medical Store:

- Manual return of near-expiry stock to multiple distributors.
- Labor-intensive and time-consuming process.
- Financial loss due to non-acceptance of generic medicines.

With Medkart:

- 100% return on branded near-expiry medicines.
- Acceptance of generic medicines nearing expiry.
- Saves time and money, reducing financial loss.

6) Finance Management

Normal Medical Store:

- Daily payments to multiple distributors.
- Small order values reduce margins and delivery consistency.
- Complicated financial management.

With Medkart:

- Prepaid system with automatic daily deductions.
- Consistent deliveries and better margins.
- Simplified financial management.

7) High Stock Consistency

Normal Medical Store:

- Frequent changes in product brands and packaging.
- Customers may lose trust due to inconsistent supply.
- Confusion caused by varying product appearances.

With Medkart:

- Consistent supply of the same brands and packaging.
- Maintains customer trust and satisfaction.
- No frequent changes, ensuring reliability.

8) Customized Software

Normal Medical Store:

- Manual data management and reporting.
- Inefficient use of manpower and time.
- Prone to errors and data inconsistencies.

With Medkart:

- Flexible, user-friendly software.
- Automates data management and reporting.
- Reduces manpower and operational time.