

STORE KEEPING PROCESS  
OF

WELLNESS FOREVER CHEMIST & SUPERMARKET

SHIVAJINagar, Pune

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# What is Store Keeping?

- Store Keeping is the process of keeping the finished products in a preserved area for the purpose of issuing, purchasing, protecting, storing and recording the materials.
- It is a place where excess material is kept which will be used as and when required.
- A store keeper is also employed for keeping records of materials.

## Objectives

- Minimizing Cost of production through minimizing cost of materials.
- Maintaining the value of materials.
- Service to user of materials.
- Establishing Co-ordination with other departments.

# FUNCTIONS

- Receipt of Materials.
- Storage of Materials.
- Retrieval of Materials on time.
- Records.
- Control.
- Verification.
- Interaction and coordination.

# Types of Store-Keeping

## Centralised Store Keeping-

- A centralized store is that store which receives materials for and issues them to all departments, divisions and production floors of the company.
- It leads better supervision because it is under single supervision.
- It is more economical as less space is occupied.

# CENTRALISED STORE FIGURE



## Decentralised Store Keeping

- A decentralised store is the type of store which receives materials for and issues to only one departments, divisions and production floors of the company.
- This leads to minimum delay in material handling.
- No need of internal transportation cost.
- However more space is required for individual departments.

# DECENTRALISED STORE FIGURE

## Decentralized Stores Figure

Machine shop



• Store

Molding  
&  
Casting



• Store

Fitting  
shop



• Store

# FIELD STUDY ON WELLNESS FOREVER PHARMACY & SUPERMARKET

## ABOUT THE COMPANY

- ❑ Officially the initiation of Wellness Forever was in feb 2008 but the vision & mission was deep rooted decades back by three young entrepreneurs I,e **Mr. Ashraf Mohammed Biran**, **Mr Gulshan Haresh Bakhtiani** & **Mr Mohan Ganpat Chavan**.
- ❑ Today after six years of Inception, Wellness Forever stands total with the network of more than 80 Retail pharmacy outlets which are efficiently managed by 1300 skilled talented professionals which includes 250 qualified registered Pharmacists.
- ❑ It has its outlet over Mumbai, Pune, Satara, Bangalore where Corporate Head Office is situated in Mumbai.

## About the store



- ❑ This store has been started in the year 2003 at Shivaji Nagar, FERGUSON COLLEGE ROAD.
- ❑ It started with a Net Capital of 60 lakh with a present Net Asset Value of 53 lakh.
- ❑ It has 17 employees consisting of 7Pharmacist, 2 Store manager, 6 Sales representative 2 maintenance staff.
- ❑ There are total 3 shifts i.e. from 9am-5pm, 5pm-1 am & 1am -9am
- ❑ The store is taken on a lease with a monthly rent for 35 thousand.

## STOREKEEPING PROCESS

- Stocks are usually maintained on ECOGREEN Accounting software which is very user friendly for the retail chain outlets.
- The stock records are maintained by the store manger.
- The stocks are maintained and tallied on daily basis.
- ECOGREEN software helps the store manager to make the most economic stock re order whenever the stock is at reorder level.
- A separate storeroom is made to keep the excess stock ordered by them.
- Orders are placed online to their distributor and distributor dispatch the stock within 8hrs to the respective outlets.

## CONTD.

- Stock records are automatically transmitted to the head office during 4-5am.
- They have a total of 103 distributors for medicines and FMCG products.
- The store follows the VED analysis for maintaining the stocks.
- Bincards and store ledgers are used for keeping records of receipt & issue of material.

# PRODUCT RANGE OF WELLNESS FOREVER

- ❖ NUTRITION
- ❖ BABY CARE & SKIN CARE
- ❖ NURSING & FEEDING
- ❖ PERSONAL CARE
- ❖ AGE CARE PRODUCTS
- ❖ WEIGHT MANAGEMENT
- ❖ GROOMING & ESSENTIAL
- ❖ VITAMINS & SUPPLEMENTS
- ❖ SURGICAL DISPOSABLES
- ❖ HOME CARE PRODUCTS
- ❖ DIABETES MANAGEMENT
- ❖ CHIPS, SNACKS & CEREALS
- ❖ CANDLES & CHOCOLATES
- ❖ SOUPS AND NOODLES
- ❖ TEA & COFFEE
- ❖ MILK
- ❖ HEALTHY JUICES & ENERGY DRINK
- ❖ RANGE OF PATANJALI PRODUCT

# SPECIAL OFFERS



Wellness Forever  
NATURAL ORGANIC SUPERMARKET

RUSTIC ART PRODUCTS

Choose from a Wide Range of Natural, Organic, Nourishing Products for your Skin, Hair & More

15% OFF

This banner features a collection of natural skincare products like lotions and soaps on a wooden surface, with a green tag indicating a 15% discount.



Wellness Forever  
NATURAL ORGANIC SUPERMARKET

Get UP TO **35% OFF**  
On Selected range of Products from  
**Sports Nutrition**

This banner shows a muscular man's torso on the left and various sports nutrition products like whey protein and creatine on the right.



Wellness Forever  
NATURAL ORGANIC SUPERMARKET

**FLAT 10% OFF**

Ergonomic insoles that protect your joints, designed for indoor sports

Joint protection for your walks of every day

Protect your joints while running

Watch Video

This banner features a woman running in a field and three different styles of ergonomic insoles.



Wellness Forever  
NATURAL ORGANIC SUPERMARKET

Get Upto  
**40% OFF**  
Health Monitoring Devices  
from Your Family Wellness Store

This banner displays a woman holding a large white banner that reveals various health monitoring devices including a blood pressure monitor, a glucose meter, and a scale.

## MARKETING STRATEGY

- Focusing on selling specially the non-generic drugs in their outlets.
- Mergers of small players in order to diversify the product & invest more in marketing.
- Partnering with large Indian drug companies and foreign drugs companies.
- Providing low cost good quality drugs 24/7.
- Expansion through introducing new products at their outlets.

# SWOT ANALYSIS

## STRENGTHS

- 24hrs./365days open
- Over 80stores at Mumbai, Pune, Satara, Karnataka & growing..
- All medicines and food stuff are 100% genuine & authentic & they carry a genuine wellness forever guarantee.
- Separate customer service department for customers.
- Fully Air conditioned outlet.
- Skilled Pharmacist and sales representatives.
- Home delivery service.

## Weakness

- Only 14 outlets in Pune city.
- No credit facilities are provided to customers.
- No Home delivery facility are provided to customers staying outside the 5km radius from outlet.
- Home delivery usually takes more than 1 hours.
- No online order facility for customers staying in Pune city.

## OPPURTUNITIES

- Opportunity to start online medicine facility in Pune city.
- There is a constant growth of the people taking medication and lifestyle products from chain retailers.
- Newly formed alliances of insurance companies and e-pharmacies.
- Various tax concessions are given to Indian pharmacies.
- Growth in income level.
- Rural markets in India.

## Threats

- The entry of e-retailer chemist like NETMEDS, 1MG, MEDLIFE has become e threat for chain retailers like WELLNESS FOREVER pharmacy.
- These e-retailers provide medicines at a very reasonable price with various offer & price discounts through referral program.
- Beside e-retailers there is also a tough competition with renowned pharmacy in Pune like Green Pharmacy, Apollo Pharmacy, Medi-Plus Pharmacy etc.

# PHOTO GALLERY



# CONTD.



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THANK YOU!