



# Strategic Business Plan Pitch

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# INTRODUCTION

- As an aspiring entrepreneur, my new business idea will be starting an online pharmacy that delivers online medicines through drones.
- My entrepreneurial traits and personal audit of skills are presented in the SWOT analysis below.

|                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Strengths</p> <ul style="list-style-type: none"><li>• The professional qualification in social media marketing will create a huge impact on the growth of the business.</li><li>• Another important strength is the ability to work with the team by actively listening and communicating with them.</li><li>• Risk taker ensuring the right business opportunities are grabbed.</li></ul> | <p>Weaknesses</p> <ul style="list-style-type: none"><li>• Procrastination can be witnessed as another weakness.</li><li>• Lack of knowledge in operating financial software.</li></ul>                                                                                                                                                                            |
| <p>Opportunity</p> <ul style="list-style-type: none"><li>• A need for social media marketing for the start of almost all businesses today can create unique opportunities for me to utilise technical skills.</li><li>• Taking training and internships can be useful to taste new ideas and products serving as an opportunity to start a new business.</li></ul>                            | <p>Threat</p> <ul style="list-style-type: none"><li>• The rise of Automation technology to handle social media channels can become a threat for me to utilise my skills.</li><li>• Higher level of competition due to availability of higher level of professionals</li><li>• The rising costs of starting a new business in the market can be a threat</li></ul> |

# OVERVIEW OF BUSINESS IDEA

- The new business idea will be to start an online pharmacy store that will deliver key pharmaceutical products and medicines to the doorsteps of the customers using drones.
- The business will be based on notion of aerial delivery of medicinal products to the customers (Aurambout *et.al* 2019).
- The **mission** of the new business will be to transform the way in which quick delivery of medicine and other pharmaceutical products will be delivered to the clients through aerial route using drones.
- Considering the market opportunity in the country, the drone-based delivery is still novel concept in the country, especially in the drug or medicine delivery industry (Ali et.al 2019).
- The major differentiating factor that will be associated with the new business will be its efficiency to deliver the medicine and other drugs on the same day of order using aerial route to delivery.

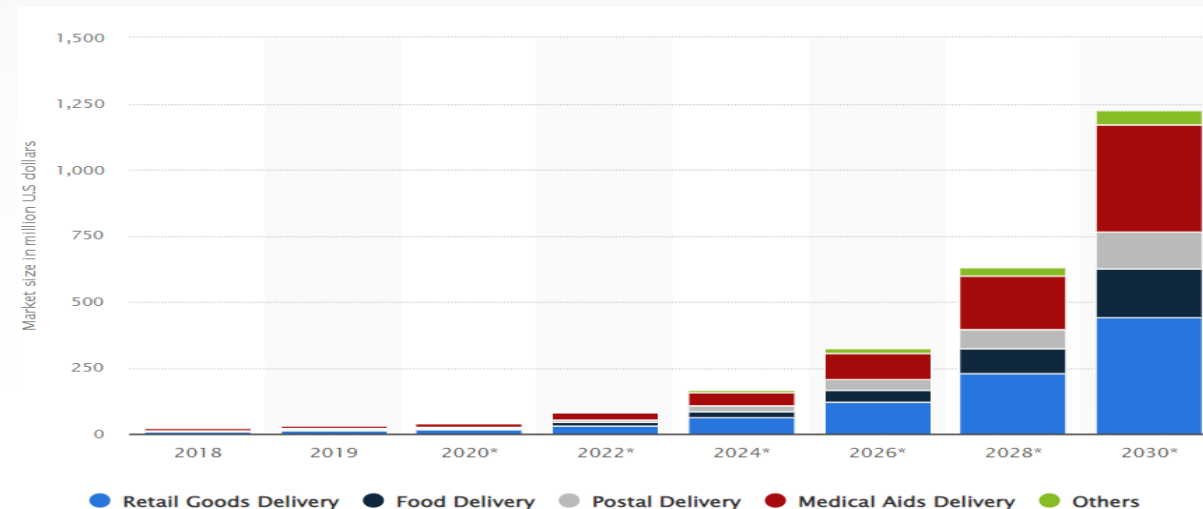
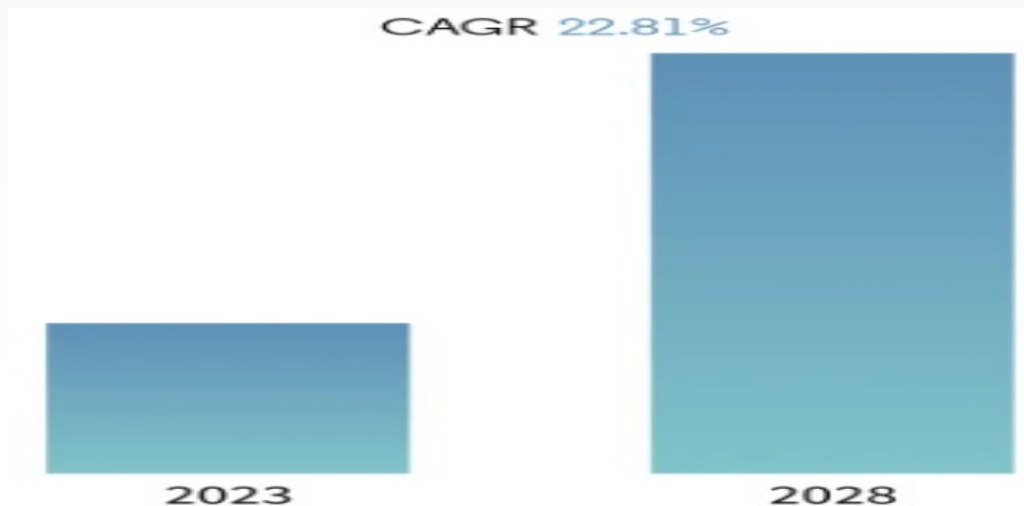


# MANAGEMENT TEAM PLAN

- The key qualification requirement for the IT personnel will be post-graduation or master-level degree in the IT field. Following this, the key qualification and skill requirement for a customer support executive will be strong communication skills and a minimum bachelor's degree in the field of business management (Kritikos, 2022).
- For top management personnel, the appointment of a CEO will be done by the new business.
- The key entrepreneurial capabilities, as well as skill sets of the senior management level personnel, will be strong business acumen, financial literacy, digital literacy, emotional intelligence, solid decision-making power, effective and ethical leadership and lastly, the ability to take risks (Kerr *et.al* 2019).
- The top management team will consist of a CEO, a chief finance and a chief technical officer in the later stage of the business. The new business will also focus on hiring a strong and competent marketing team to promote and raise awareness about the brand through different channels.

# TARGET MARKET AND MARKETING STRATEGIES

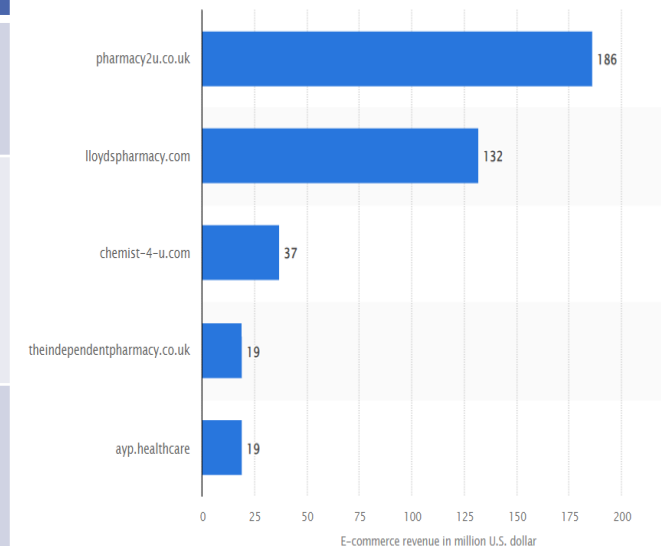
- The core USP of the new business will be the use of unmanned aerial vehicles (UAW) or drones.
- Through this unique differentiator, the company will be able to establish a distinct positioning and image in the minds of potential customers in the market of UK.
- The new business will target old-age customers and physically challenged customers who do not have access to medicine or pharmacy stores due to lack of mobility.



# COMPETITION AND DIFFERENTIATION STRATEGIES

- The new business will position itself as one of the quickest delivery partners for medicines and other essential drugs while also ensuring the health and safety of the customers through a contactless delivery facility.
- The major differentiating factor that will be associated with the new business will be its efficiency in delivering the medicine and other drugs on the same day of order using the aerial route to delivery.

| STP                 | Pharmacy2U                                                                                                             | Lloyd pharmacy                                                                                                                                              | Chemist-4-u                                                                                                              |
|---------------------|------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|
| <b>Segmentation</b> | Pharmacies2U.co.uk may cater to senior citizens who require prescription drugs on a regular basis.                     | Lloyd Pharmacy may serve a wide range of customers, such as elders, families, and certain age groups.                                                       | Serves people who would rather shop conveniently online for well-being items.                                            |
| <b>Targeting</b>    | Attract customers that feel at ease utilizing technology for their medical requirements.                               | Offer a range of over-the-counter items, vitamins, and health advice to those who are curious in wellness and preventative healthcare (Manzari et.al 2021). | Attract customers that value the ease of purchasing pharmaceutical and medical supplies online.                          |
| <b>Positioning</b>  | Stress the pharmacy staff's experience and the internet platform's reliability in managing private health information. | Emphasize your devotion to satisfying each client's specific demands and your exceptional customer service.                                                 | A pharmacy that offers value for money and reasonably priced medical supplies, maybe through loyalty plans or discounts. |



# FUNDING REQUIREMENTS AND ALLOCATION

| Source of Funds  |             |
|------------------|-------------|
| Detail           | Amount in £ |
| Equity           | 15000       |
| Loans            | 15000       |
| Total investment | 30000       |

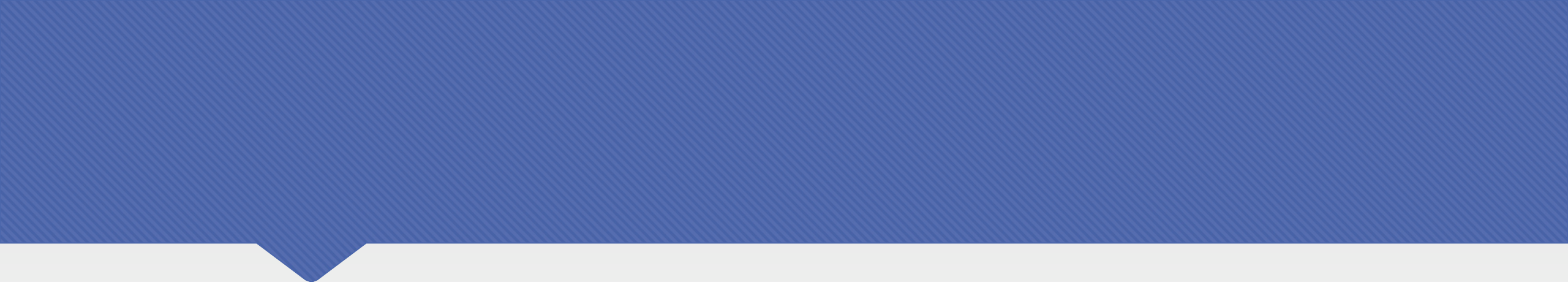
| Month   | Revenue (£) | Fixed expenses | Variable expenses | Total expenses | Net cash flow |
|---------|-------------|----------------|-------------------|----------------|---------------|
| Month 1 | 15,000      | 5000           | 2000              | 7000           | 8000          |
| Month 2 | 20,000      | 5000           | 2500              | 7500           | 12,500        |
| Month 3 | 26,000      | 5000           | 3500              | 8500           | 17500         |
| Month 4 | 30,000      | 5000           | 3800              | 8800           | 21,200        |
| Month 4 | 34,000      | 5000           | 4500              | 95000          | 24500         |
| Month 5 | 40,000      | 5000           | 4500              | 9500           | 30500         |
| Month 6 | 50,000      | 5000           | 4800              | 9800           | 40200         |

# CONCLUSION

- It can be concluded that the company will make money through sales of medicine and pharmaceutical products online and will earn commissions through the dealers.
- The company will establish a unique positioning in the market in the form of quick online delivery services for medicine using drone-based technologies.
- The business will seek initial funding through sources such as equity financing and bank loans.
- Additionally, it can be concluded that the market of drone-based delivery of medicinal products in the UK is expected to grow in the future, which will be beneficial for the new business for long-term growth, profitability and sustainability.

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