

# E-Commerce Medical Store

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**Abstract:** *This e-commerce web application addresses the challenges faced by individuals in obtaining necessary medications. It provides a comprehensive online pharmacy experience, with a searchable medicine database, clear product descriptions, and potential drug interaction warnings. The platform prioritizes accessibility, offering features for customers with limited mobility or those in remote areas. Also, this website is useful for medical store they can manage data digitally using database it is helpful to store medical inventory information and Print the bill of medicines. It was helpful to maintain inventory properly.*

**Keywords:** Ecommerce Medical Store, Ecommerce website for medical, Medical Management System

## I. INTRODUCTION

The most important component of human existence and survival is the heart. It could be exceptionally vital regarding the proper functioning of the body. It circulates blood enriched with

There are several benefits of buying medicines and other medical items through the internet. One of the advantages is that it saves time, money, fuel, as well as the trouble of traffic congestion. Besides that, not all drugs can be found in one shop, thus people would have to visit different pharmacies which could be a waste of time and expensive. By enabling purchases over the internet, it allows ease of transactions that help in saving both time and money. This approach also benefits the government financially and is environmentally friendly.

Many people, especially the younger generation in this modern society, prioritize time as it is the most valued entity, and thus they find online shopping more convenient for them. Another advantage of shopping online is that it frequently saves money. Following an order, the products purchased get delivered right to the customer's given address by courier service companies. Online Medical shopping today gives shoppers many options to buy different products from various vendors at different price points.

The main objective of this research is to determine if the level of customer satisfaction related to online Medicine shopping can be a key success factor for medical store.

## LITERATURE SURVEY

An Android-based mobile application for online medicine shopping has been developed to simplify the process of purchasing medicine online. This application facilitates the purchase by verifying the prescription uploaded by the user and confirming the order. The system consists of interfaces for the mobile application, pharmacist, and database, as well as a web service provider for intermediary processes to enable service through Android mobile phones.

When a user wishes to purchase the mobile app, they are required to upload an authorized prescription from a doctor, which is then stored in the database. The user then proceeds by providing the medicine name in the mobile application's chatbot interface. If the medicine is available in the pharmacy, the user can add it to their cart list. However, if the medicine is not available, the mobile app will pause the process for the pharmacist to suggest an equivalent brand of medicine. The prescription uploaded by the user is compared with the cart list and must be approved by the pharmacist before the order is placed.

The system's domain is the Android application, and it utilizes the n-gram technique to expedite the searching process when users type in medicine names. The proposed mobile app aims to be user-friendly by implementing the Bot Builder Framework for online medicine shopping.

Overall, this mobile application streamlines the process of purchasing medicine online by ensuring prescription verification and pharmacist approval, thus providing a convenient and efficient experience for users.

## II. METHODOLOGY

The methodology for online medicine shopping is developed under a system flow diagram as shown in below figure 1.

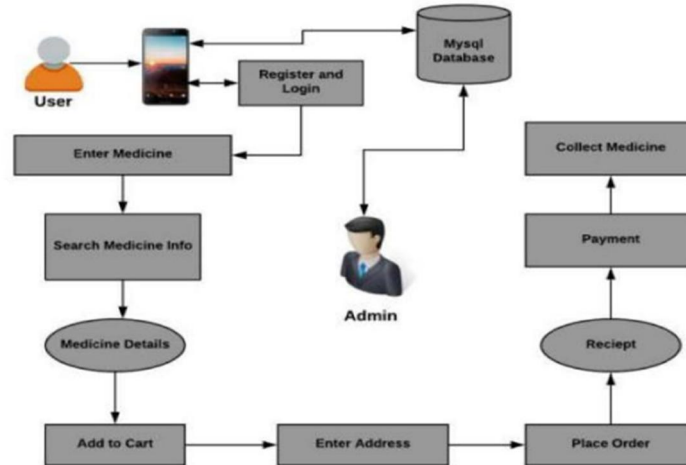


Fig 1: System Flow Diagram

### A. RESEARCH DESIGN

**Research Approach:** This study will adopt a mixed-methods approach, combining both qualitative and quantitative research methods. Qualitative methods will be used to explore the perceptions, attitudes, and experiences of stakeholders regarding e-commerce adoption in medical stores. Quantitative methods will be employed to gather statistical data on e-commerce usage and its impact on business performance.

### B. DATA COLLECTION

**Qualitative Data Collection Semi-structured interviews:** Interviews will be conducted with owners, managers, and employees of medical stores to gain insights into their experiences with e-commerce adoption, perceived benefits, challenges faced, and recommendations for improvement. The sample size will be determined using purposive sampling to ensure representation from various types and sizes of medical stores. Focus groups: Focus group discussions will be organized with a diverse group of stakeholders, including medical store owners, healthcare professionals, and e-commerce experts, to facilitate in-depth discussions on the topic.

**Quantitative Data Collection Surveys:** Online surveys will be distributed to a large sample of medical store owners and managers to collect quantitative data on the usage of e-commerce platforms, sales trends, customer satisfaction, and perceived barriers to adoption. The survey questionnaire will be designed based on the findings from the qualitative phase and relevant literature. Secondary data analysis: Secondary data sources, such as industry reports, academic journals, and government publications, will be utilized to gather statistical information on e-commerce trends in the medical retail sector.

### C. DATA ANALYSIS

**Qualitative Data Analysis Thematic analysis:** The transcripts from interviews and focus group discussions will be analyzed thematically to identify recurring patterns, themes, and categories related to e-commerce adoption in medical stores. This will involve coding the data, categorizing codes into themes, and interpreting the findings. Content analysis: Textual data from open-ended survey responses and secondary sources will be subjected to content analysis to extract meaningful insights and identify common themes.

**Quantitative Data Analysis Descriptive statistics:** Statistical techniques such as frequency distributions, percentages, and measures of central tendency will be used to analyze survey data and summarize key findings. Inferential statistics: Inferential statistical tests, such as correlation analysis and regression analysis, will be conducted to examine relationships between variables and test hypotheses.

#### D. MODULES OF WORK

- **Understand the laws.:** Make sure you are aware of all the laws and regulations that apply to online pharmacies in your country.
- **Select your platform.:** Choose an e-commerce platform that is user-friendly, secure, and allows for easy integration with payment and shipping services.
- **Source your products.:** Choose a reliable supplier for your products.
- **Build your store.:** Collect sale item details and images. Build the store pages. Set up navigation and carts. Configure contact form. Integrate Payment Gateway, Price, Tax, Shipping Calculator. Optimize checkout for mobile. Add Store to Website. Integrate configurable store search. Link to Google, Facebook, Instagram. Set up Mobile App.
- **Set up payment and shipping.:** Choose a payment processor that is secure and easy to use. Set up shipping options that are reliable and timely.
- **Market your store.:** Promote your store through online and offline channels.
- **Provide excellent customer service.:** Be responsive to customer inquiries and resolve any issues quickly and efficiently.

#### III. CONCEPT OF DEMAND ANALYSIS IN E-MARKETING.

To analyze and optimize demand for products, various factors play crucial roles. These factors include assessing product quality, evaluating competition, analyzing historical sales records, considering population density, examining per capita income, understanding customer intentions, and implementing effective marketing campaigns. Each of these factors contributes to the overall demand function, which, when integrated, provides the total integrated demand for the product. Forecasting demand requires a comprehensive understanding of market dynamics and consumer behavior. By leveraging data mining techniques and intelligent computing, businesses can develop effective marketing plans and strategies to optimize demand. Implementing these strategies can lead to an increase in demand for the products offered.

In summary, by considering and integrating the various factors influencing demand, and employing advanced analytics and marketing techniques, businesses can forecast demand accurately and implement strategies to maximize sales and profitability.

#### IV. CONCLUSION

Since we are entering details of the Clients electronically in the Online Medicine Shop data will be secured. Using this application we can retrieve Medicine history, Reports, Payments history, Past Details, and all Clients history with a single click. Thus processing information will be faster. It guarantees accurate maintenance of Patient details. It easily reduces the book. Keeping task thus reduces the effort and increases accuracy speed. It is designed to help Medicine Management, Staff or Administrator can be handle easily to using these system. It easily reduces the book keeping task and thus reduces the human effort and increases accuracy speed. It is designed to help Online Medical Shop Administrator can be handled easily to using these system. It will save cost and time that will be helpful for Administrator and Users It will save cost and time that will be helpful for Administrator and Visitors.

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