

## Medidoor – Medicines

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### ABSTRACT

This study introduces Medidoor -Medicines, a healthcare-based startup initiative designed to make medicines more affordable and accessible, particularly for the middle-income population in India. The venture operates on a free home delivery model, offering both standard and generic medicines at discounted rates while maintaining profitability through a well-structured margin distribution among sales representatives, delivery personnel, and the company itself.

Customer acquisition focuses on direct outreach—engaging individuals in public spaces like petrol stations, hospitals, schools, and marketplaces—to build a base of regular patients who require monthly medications for chronic illnesses such as diabetes, thyroid, and blood pressure. The startup also plans to expand by collaborating with diagnostic labs for low-cost medical tests, establishing its inventory center in local areas, and eventually offering free doctor consultations to customers who purchase medicines through the platform.

This research outlines the potential of Medidoor -Medicines to become a cost-effective and community-focused healthcare solution, highlighting its role in addressing medical accessibility challenges while maintaining a sustainable and scalable business framework.

### I. INTRODUCTION TO MARKETING

Marketing plays a vital role in the success of any business by helping it reach the right audience, create value, and build long-term customer relationships. In the case of Medidoor-Medicines, marketing is not just about promoting products—it is a strategic tool to connect with middle-class families who are often burdened by high medical expenses. The objective is to bridge the gap between quality healthcare and affordable access through smart, ground-level marketing efforts.

Traditional marketing methods are combined with grassroots outreach in this model. Rather than relying solely on digital or mass media campaigns, Medidoor- Medicines emphasizes direct interaction with potential customers at petrol pumps, food stalls, hospitals, and public spaces. The aim is to understand their health needs, educate them about lower-cost alternatives, and offer value-driven services like free delivery and monthly medicine subscriptions.

By leveraging personalized marketing and a community-first approach, Medidoor- Medicines creates trust and builds a recurring customer base. This not only reduces the cost of acquiring new customers but also helps in establishing a sustainable business built on consistent demand and word-of-mouth promotion.

Marketing in this context becomes a powerful tool—not just for growth, but for social impact, positioning Medidoor- Medicines as a reliable and affordable healthcare partner in the daily lives of ordinary citizens.

### Important of Medidoor-Medicines

Medidoor- Medicines play a crucial role in reshaping how affordable healthcare reaches the common people, especially the middle-income population, who often face challenges in managing long-term medical expenses. The initiative aims to reduce the burden of high medicine costs by offering both standard and generic drugs at discounted rates, coupled with free doorstep delivery, making healthcare more accessible and stress-free.

What makes Medidoor- Medicines significant is its focus on convenience and continuity of care. Patients suffering from chronic illnesses such as diabetes, high blood pressure, and thyroid disorders need regular medication. By ensuring these medicines are delivered every month without extra charges, the platform not only saves money but also improves medication adherence, reducing health risks caused by missed doses.

Beyond affordability, the venture also promotes employment and community engagement. It involves local sales executives and delivery agents, offering them incentives while maintaining a balanced profit margin. This decentralized approach allows Medidoor-Medicines to grow organically through direct customer interaction and word-of-mouth referrals, especially in areas where traditional marketing may not be effective.

In the future, the brand plans to expand into affordable diagnostic testing, in-house inventory management, and free medical consultations, creating a full healthcare support system. These developments will not only strengthen the business but will also serve the public by making essential services easier to access at lower costs.

In summary, Medidoor- Medicines is more than just a medicine delivery service. It is a socially-driven healthcare solution that focuses on affordability, accessibility, and trust—making it highly relevant in a country where medical needs often exceed financial capacity.

#### Methodology of Medidoor-Medicines

The operational methodology of Medidoor-Medicines is designed to function with minimal infrastructure and investment in its early stages, using local medical shop tie-ups, low-cost marketing strategies, and a small sales and delivery workforce. This grassroots approach enables the business to begin quickly while building a stable base of recurring customers.

#### 1. Collaboration with Local Medical Stores

The foundation of Medidoor- Medicines begins with strategic tie-ups with existing local pharmacies:

- These medical shops supply both standard and generic medicines at pre-negotiated margins.
- Medidoor does not maintain its stock at the beginning. Instead, medicines are sourced on-demand from these partnered stores
- Medical stores are given an assured sale with minimum effort, encouraging them to cooperate on a long-term basis.

#### 2. Pricing and Profit Distribution

- For standard medicines, margins range between 5.5% to 3.5% after deducting 2.5% for sales staff and 2% for delivery personnel.

- In the case of generic medicines, margins are higher (up to 60%). A part of this is allocated for:
  - Customer discounts (typically 10%–15%)
  - Commissions to sales and delivery staff
  - Retaining the remaining portion as net profit
- This low-margin but high-volume model ensures affordability while remaining financially sustainable.

#### 3. Customer Acquisition Strategies

The business uses direct and targeted offline marketing to approach potential recurring customers from the middle-income group:

- Community-Level Outreach: Sales executives approach people at:
  - Petrol pumps
  - Food stalls
  - Walking tracks and parks
  - Schools during pick-up/drop-off hours
- They ask simple health-related questions (e.g., “Is there anyone in your family with BP, diabetes, or thyroid?”) to identify people in need of monthly medications.
- By collecting contact details and prescriptions, these potential customers are onboarded into the system with promises of discounts and free delivery.

#### 4. Hospital-Based Marketing Approach

In addition to public spaces, sales staff are deployed near local hospitals and clinics, particularly outside OPDs and pharmacy counters:

- They approach relatives or attendants of patients coming out of hospitals.
- After viewing the prescription (if the person agrees), they offer the same medicines at lower prices with free home delivery.
- This method is especially effective for chronic disease patients who need continuous medication.

#### 5. Delivery System

- A small team of delivery agents is hired to provide free home delivery of medicines across the city or town.
- Each delivery person is compensated with a 2% share from each order’s margin.
- Deliveries are tracked manually or through WhatsApp communication during the early stages of the business.

## 6. Order and Service Flow

- Salesperson collects the prescription and contact details from the customer.
- The order is placed to the nearest partnered medical store.
- The medicines are packed and handed to the delivery person.
- Medicines are delivered at the customer's doorstep, and payment is collected (either online or cash).
- The process repeats monthly for regular customers through follow-up messages or calls.

## Uniqueness of Medidoor-Medicines

### Innovative Dual Outreach Strategy

#### 1. Medidoor uses a two-way customer acquisition model:

Directly engaging with the public at high-footfall areas like petrol stations, parks, and food joints, while also reaching out to potential customers near hospitals and clinics. This blended approach increases visibility and allows for deeper trust-building with various demographics.

#### 2. Focused on Middle-Income Households

Unlike many competitors targeting high-end users, Medidoor's services are designed with affordability in mind, making it highly attractive to middle-income families, especially those requiring monthly refills for chronic illnesses.

#### 3. No Delivery Charges – Ever

One of Medidoor's standout features is its promise of completely free home delivery. This removes a major cost barrier for customers, making the service both convenient and economical.

#### 4. Collaborative Sourcing System

Initially, Medidoor partners with existing pharmacies to procure medicines, ensuring quick setup and community integration. As it scales, it transitions into building its supply chain to optimize stock and pricing.

#### 5. Fair Commission Distribution Model

The business operates on a transparent margin-sharing system. Sales agents and delivery personnel are incentivized fairly without passing additional costs to the consumer, thus maintaining service quality and employee satisfaction.

## 6. Promoting Affordable Generic Drugs with Guidance

Medidoor goes beyond just selling generic medicines; it offers guidance and information to help customers understand their effectiveness and build trust, which increases acceptance and repeat purchases.

## 7. Prescription-Based Customer Retention

Instead of focusing solely on single-time buyers, Medidoor emphasizes long-term relationships with customers who have regular prescription needs. This ensures consistent business while building brand loyalty over time.

## Futuristic Plans of Medidoor-Medicines

As Medidoor- Medicines builds a strong customer base and establishes itself as a reliable provider of affordable, home-delivered medicines, the long-term vision includes several growth-oriented and socially impactful expansions. These plans are designed to improve healthcare access, increase operational efficiency, and create a sustainable ecosystem for medicine distribution and consultation.

### 1. In-House Inventory and Distribution Network

- Once a stable customer base is achieved, Medidoor aims to transition from sourcing medicines from local stores to setting up its small-scale warehouses or micro-pharmacies every 20–30 square kilometers.
- These inventory hubs will directly procure medicines in bulk from wholesalers or distributors, reducing the cost per unit and improving profit margins.
- Managing inventory in-house also enables faster order processing and better control over medicine availability.

### 2. Collaboration with Diagnostic Laboratories

- Medidoor plans to partner with local pathology labs and diagnostic centers to offer low-cost medical tests (e.g., blood sugar, thyroid, cholesterol, liver/kidney function tests).
- These tests will be promoted within Medidoor's existing customer base, especially chronic disease patients.
- In return, laboratories benefit from a steady stream of customers, while patients receive affordable, accessible healthcare services.

### 3. Free Medical Consultations

- A unique future feature is the introduction of free doctor consultations, either through telemedicine or in-person visits.
- The only condition will be that patients purchasing medicines must do so via Medidoor's platform or channel.
- This strategy is aimed at increasing customer trust, providing added value, and improving patient compliance with treatment plans.

### 4. Digitalization and Technology Integration

In the future, Medidoor intends to develop a dedicated mobile application that:

- Allows customers to upload prescriptions
- Tracks monthly medicine needs
- Schedules home deliveries
- Enables online payments and health reminders
- Backend CRM (Customer Relationship Management) systems will be deployed to manage customer history, orders, and communication efficiently.

### 5. Franchise or Partner Model for Rural Expansion

- To reach smaller towns and rural regions, Medidoor plans to develop a franchise-based or partnership model.
- Local entrepreneurs or pharmacy owners can represent the brand in their locality, operate deliveries, and manage customer engagement.
- This decentralized model ensures Medidoor can grow without needing heavy investment in each location.

### 6. Health Camps and Awareness Drives

- As part of its social commitment, Medidoor will organize free health check-up camps in collaboration with NGOs, doctors, and labs.
- These drives will increase brand visibility while promoting health awareness among underserved communities.

### 7. B2B Opportunities and Corporate Tie-Ups

In the long run, Medidoor also aims to tie up with:

- Housing societies for bulk medicine delivery to residents
- Corporates to provide discounted medicines to employees as part of health benefits
- This creates a consistent revenue stream and a broader market base

### Results of Medidoor-Medicines Pilot Model

The initial launch of Medidoor -Medicines was focused on a small urban and semi-urban population, targeting middle-class households with recurring medical needs. The objective was to assess customer interest, satisfaction, operational challenges, and the efficiency of the business model. The response from the target audience, as well as the results of the service delivery, were highly encouraging and provided strong validation for the business concept.

#### 1. Customer Response and Acceptance

- Positive Reception: Over 80% of the individuals approached at petrol pumps, hospitals, and public places responded positively to the idea of discounted medicines with free home delivery.
- High Conversion Rate: Among the people contacted, especially those dealing with chronic illnesses (like diabetes, thyroid, and blood pressure), nearly 40–50% converted into repeat customers within the first month.
- Trust Building: People appreciated the transparency in pricing, availability of branded and generic options, and punctual delivery, leading to increased customer trust and word-of-mouth referrals.

#### 2. Sales and Operational Insights

- Standard Medicines: The margin distribution model worked efficiently, with the sales agents successfully convincing customers to shift from local stores to Medidoor for monthly refills.
- Generic Medicines: This segment proved to be the most profitable. Customers were highly responsive to the discount and were open to switching from branded to generic when they realized the medicines were equally effective.
- Delivery System: Timely delivery within city limits was managed smoothly with minimal logistical issues. Delivery agents, motivated by a percentage-based incentive model, performed efficiently.

#### 3. Marketing Strategy Effectiveness

- Field Marketing: Approaching customers at petrol pumps, food stalls, walking tracks, and hospitals yielded strong leads. Many customers appreciated the human touch and felt more confident buying from a team they could interact with.

- Hospital-Based Outreach: Standing outside OPDs and speaking to patients' relatives proved particularly effective. Patients liked the idea of receiving the same prescribed medicines at a discounted price without leaving their homes.

#### 4. Business Metrics Achieved

- Customer Retention Rate: Approximately 70% of first-time buyers came back in the following month for repeat orders.
- Referral Impact: Each satisfied customer, on average, brought in 1–2 additional customers through referrals.
- Operational Break-Even: Even with modest margins, Medidoor was able to cover its operational costs within the first 2–3 months due to consistent orders and volume-based buying.

#### 5. Challenges Observed

- **Prescription Collection:**

Some customers hesitated to share prescriptions digitally or were not tech-savvy, which required manual follow-ups.

- **Stock Availability:**

Reliance on external medical shops occasionally caused delays when certain medicines were unavailable.

- **Educating on Generics:**

While profitable, selling generics required educating customers about safety and effectiveness to overcome brand biases.

## II. CONCLUSION

Medidoor- Medicines successfully demonstrated that affordable, home-delivered medicines can meet the needs of middle-class families while maintaining a profitable business model. Through strategic tie-ups with medical stores and innovative on-ground marketing, it built strong customer trust, high retention, and efficient operations. The pilot phase proved that with minimal investment and a people-first approach, Medidoor can revolutionize access to essential medicines.

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