



LS RETAIL



CASE STUDY



# RAMA MEDICARES LTD.: IMPLEMENTS INTERNATIONALLY PROVEN SOLUTION TO MAINTAIN INTERNATIONAL STANDARDS IN THE PHARMACY BUSINESS



LS Retail gives an expanding Ram Medicare the solution to overcome its operational challenges and expand its stores across geographies. LS Retail helped in the streamlining of the pharmacy business, giving Rama Medicare the opportunity to expand its network to other cities while maintaining international business standards.



[www.dynamicverticals.com](http://www.dynamicverticals.com)

## The Client

Rama Medicare Ltd. was founded in 2007. Their first business operation was the setup of dental care centre by Dr B S Kushwah. Since then there has been no looking back. They have been incessantly working towards the mission of becoming the biggest organization in the healthcare sector by the year 2021.

Currently they have 25 stores in Delhi NCR and Kanpur and are planning to venture into the western markets. These stores are a one stop solution for health, pharma and grocery related products.



## Why the LS Retail Journey

Rama Medicare Ltd started their retail operations with 5 pharmacy outlets and one warehouse. They were supported with local billing software. One month into operations their inventory control became a major issue, without the help of any software to track inventory, false stock forecast and pilferage was a major concern both at the warehouse and retail outlets.

This had adverse effects on the balance sheet. Soon Rama Medicare realized the need for a centralized solution that would help them map the warehouse and stores together in an integrated manner.

They were faced with major challenges in the following areas:

1. Inventory Movement
2. Financial
3. CRM
4. Promotional Schemes

## The Challenge

"We were faced with the challenge of matching the batch no, lot no. and expiry dates. This discrepancy at the warehouse and store had undesirable effects on our stock. We also wanted to run customized promotions. There was a need to record various business processes in a single database and more importantly it had to be addressed efficiently and quickly. Hence we required a solution that could be customized as per our requirements as a Pharmacy has much more critical requirements than any other retail business."

To address these issues and smooth functioning of their business Rama Medicare decided to implement Navision with LS Retail, with the help of DVS and its implementation partner RCS Global.

"From the management point of view, the streamlining of the operations for expanding the business geographically was a challenge without integration in place. We needed a solution that understands the nitty-gritty of the pharmacy business. If stocks are not managed with great care our business might have to bear grave consequences. We needed a solution that would help us tackle the batch code issues efficiently as this issue can put up the shutters for any pharmacy business."

## Results in Brief

- Optimum requisition of Manpower
- Reduced cost of ownership
- Increased accuracy in forecast
- By single click see the exact position of our business in terms of financial and inventory position.
- Easily identify the cause for Pilferage
- Easy billing at POS. Just three mouse clicks
- Achieve targets by simply changing the business strategy parallel with business position and market demands

## Approach & Unique Features

### Functional changes with the product features

- Automated generation of TO through simply scanning of items
- Reports for items approaching the expiry date
- Setting margin range for each item
- Auditing through scanning item
- Barcode designed with Map Lot No, expiry, and MRP
- Run more than one loyalty programme in multiple stores
- Automated Centralize purchasing, through MBQ Level. This allows you to send PO directly to vendor through email.
- Automated Centralize material transfer from warehouse to different stores through MBQ
- Selling items through FIFO
- Execution of Promotional schemes ( Basket Scheme, One Plus One, By One Get One Free etc)
- Loyalty Programme: Issue Loyalty card with points on purchase of specific value, redemption of points across any where in India
- Inventory management through self generated Barcodes and Batch of the products.
- Maintain the database of 15000 assorted items which included Pharmacy Products, FMCG Products, and Grocery Products
- Using BOM Journal for Grocery Products
- Centralized Reporting
- Automated Database backup
- Auditing of stores/warehouse through wireless scanners

### Unit of Measure

The purchase unit of measure was set on each item card. One can also set the conversion between Purchase unit of measure and sale unit of measure.

**DR. SURAJ**  
Managing Director  
Rama Medicares Ltd.

“The implementation of Retail Pharmacy requires exhaustive understanding of the product as well as the operations of the business. DVS and RCS Global customized the internationally proven LS Retail suite of solutions for successful operation of our stores.”

**ROHIT RAJPUT**  
Manager IT  
Rama Medicare

#### **Inventory Movement**

Inventory would be received only by warehouse based on purchase order. All material would be stored only at regional warehouses. Once material is received at warehouse a Unique Material Receipts Note (MRN) would be prepared at the warehouse based on the Lot Number, Expiry and MRP on each box.

As per the requirements of stores, goods would again be repacked in boxes and again bar coded and would be transferred to the individual stores as per their requirements. A Material Receipts Note (MRN) would be prepared at the store based on Lot Number on each box which would be unique per shipment.

#### **Transfer Orders**

- Inter Store / Warehouse transactions can be carried out in case of excess stock in store / warehouse.
- Material Transferred Note (MTN) would be prepared at Store / Warehouse by simply scanning of items on MTN form.
- The transfer orders will be created by the transferring store / warehouse, MTN will be posted by Transferring store and receiving will be done by the receiving store. In each and every transfer HO will act as junction (ie. Every transferring store/warehouse data will go to receiving end through HO)

Following schemes are being used by Rama Medicare :

1. Buy one get one free
2. Buy one and get same item free (offer valid for a particular category)
3. Discount % based on Selling Price and MRP
4. Discount Amount based on Selling Price and MRP
5. Fixed reduced price
6. Bill Value Discount
7. Discount % on Product/Product Group based on the bill value
8. Discount Amount on Product/Product Group based on the bill value
9. Quantity based Discount %
10. Quantity based Discount Amount
11. Combo Offer
12. Discount/Free Gift at a particular bill value

#### **Purchase accounting**

- Purchase Orders to be generated at warehouse on MBQ basis and authorization would be at HO only by Manager Purchase
- Goods to be received at warehouse only

Unique Material Receipt Note (MRN) to be generated at warehouse gate once goods are visually inspected for quality based on Lot No and % years of life left. Percentage years of life left would be calculated based on manufacturing & expiry date of each batch. Such dates would be entered manually

- Purchase Return Note (PRN) would be generated for goods received under purchase order and rejected at warehouse
- Purchase price of pharmaceutical products would be calculated by deducting discount from Price to Retailer (PTR). Purchase price of Fast Moving Consumer Goods (FMCG) items would be calculated by deducting mark down discount from Maximum Retail Price (MRP) which would be inclusive of VAT
- Posting of such entry would be made only Warehouse and Transfer these entries to HO by scheduler Job.

#### **Sales Accounting**

- Sale of goods to be done only at stores. Entry to be generated and posted only at stores on shift basis
- Sale amount and Posting amount will be always same
- Posting amount will be calculated automatically on the basis of sales amount
- Institutional Sale could be affected which would be through warehouse only.
- Posted Sales Invoice can't be amended.
- Sales return to be posted through Credit Memos and unique Sales Return Number (SRN) would be generated. VAT adjustments would be accounted for. No cash refund is to be given under any circumstances.

#### **Inventory accounting**

The method for valuation of inventory would be FIFO which would be item specific

- a. Replenishment from warehouse to store will be on the basis of MBQ level of each and every item this MBQ will be Store specific
- b. Physical counting is done from time to time
- c. Physical counting would be done through scanning on audit form by hands free scanner and plus minus inventory would be adjusted by passing Positive and Negative entry but after getting HO approval



**RCS Global Ltd.**, the group company of Rama Group, **founded in 2007** with 25+ professional working on different technologies across the Globe. RCS Global Ltd. is Focused on challenges related to Enterprise Applications and new technologies. Headquartered at New Delhi. It extends support to its clients with its Branch office's at Kanpur, Mumbai. Their client base extends to regions such as Singapore, Middle East, Cyprus, USA, UK & across India. RCS Global Ltd. with partnership with Microsoft provides **designing, developing, supporting Microsoft Technologies services along with Microsoft Dynamics practice.** They have experienced resources with varied industry and domain knowledge in different vertical in Retail like Pharma, Grocery, Hyper Market, Super Market, Speciality Retail, Jewellery, Footwear & Apparels, Restaurants & Hospitality.

*"RCS Global's commitment and expertise made this collaboration one that will contribute to the development for companies like Rama Medicare within the Indian retail industry. I know we can count on their support for other expanding markets that DVS is targeting and we look forward to seeing further strength and growth for Rama Medicare, with support of this scalable application and dedicated support from RCS Global."*

**Rakhee Nagpal**  
Managing Director  
Dynamic Vertical Solutions



sales@dynamicverticals.com | www.dynamicverticals.com

## WHO WE ARE

Dynamic Vertical Solutions (DVS) is a leading provider of end-to-end integrated and adaptable business management applications, for organizations of various sizes across various Industry sectors. With international solutions catering to industries varying from Retail, Hospitality to Real Estate Management, DVS brings together a portfolio of internationally proven, fully integrated business solutions.

As an organization we identify focus areas based on thorough research and a deep understanding of the needs and requirements of the industry. Consequently we select a portfolio of products based on their referenceability and long term sustainability, so that our customers need not reinvest in business applications in the future, thereby allowing them to focus on their core business using IT as a key facilitator in their growth.

The solutions we provide are based on a Microsoft Dynamics Navision platform supported through a global partner network that spans across geographies.

Our range of services, categorized under the following heads, are designed to help organizations scale in size & business, reduce total cost of ownership, increase efficiency & productivity, improve data integrity, gain better control and ensure a fast exchange of data to enable quick decision making of the highest quality.

CONSULTING | TRAINING | IMPLEMENTATION | LOCALIZATION  
DEVELOPMENT | OUTSOURCING | INFRASTRUCTURE | ENTERPRISE

## Dynamic Vertical Software Pvt. Ltd.

ASIA PACIFIC | EUROPE | MIDDLE EAST | AFRICA | USA

### INDIA & ITS SUBCONTINENTS

**Gurgaon:** Paras Twin Towers, Tower B,  
5th Floor, Sec-54, DLF Golf Course Road,  
Haryana - 122002.  
Phone: +91-124-4581000  
Fax: +91-124-4581026

**Bangalore:** Level - 9, Raheja Towers MG Road, 560001  
Phone: +91-9910993984

### MIDDLE EAST & AFRICA

**Dubai:** 301, Alfa Building, Dubai Internet City,  
U.A.E. PO Box 500810  
Phone : +971 (0) 4 363 0373-77  
Fax : +971 (0) 4 427 8680  
Mobile :+971 (0) 50 1422824

### USA

**New Jersey:** 12 Roszel Road, Suite B-200,  
Princeton NJ 08540-6234  
Phone : +1(609) 452-9551  
Fax : +1(609) 452-0614

