FACULTY OF PHARMACEUTICAL SCIENCES
RAMAUNIVERSITY, KANPUR
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DRUG STORE &BUSINESSM MANAGEMENT
DP205T

- **WAREHOUSE**
- **PHARMACEUTICAL MANAGEMENT**
- **INDUSTRY**

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WAREHOUSING (STORAGE)

The places where goods are stored

Warehousing removes hindrance of time

The goods may be supplied to the consumers as and when required

Types of Warehouse

Private warehouses
owned by big companies or single manufacturing units for the storage of their own stocks

Public warehouses
storage facilities to the general public for a certain charges

Bonded warehouses
Are licensed to accept imported goods for storage until the payment of custom duties are made

ADVERTISING AND PUBLICITY

- Advertising and publicity removes the hindrance of knowledge or information gap about the availability and uses of goods between traders and consumers.

- The main objective of advertisement is to create demand and to increase the sales.

- The various methods used for advertisement are TV, radio, newspapers, magazines, wall posters, pamphlets, free samples, trade fairs, exhibitions, balloons and window display etc.

- The majority of pharmaceutical products are ethical products and their direct advertisement is prohibited according to Drugs and Magic Remedies (objectionable Advertisement) Act.

- However, general/ home remedies products such as pain balm, inhalers, iodex, antiseptic creams and other products which do not require a prescription for their purchase can be advertised by any of the direct methods of advertisement.

PHARMACEUTICAL MANAGEMENT

- The word "management" denote the process of conducting and managing various business activities.

- Management is principally a task of planning ,coordinating, motivating and controlling the efforts of others towards a specific objective.

- **Level of management**

➢ **Top level management**

➢ **Middle level management**

➢ **Lower level management**

Top level management

- It consists of the board of directors and managing director.
- Top management is the ultimate source of authority which frame the policies for the enterprise.

Function –

➢ Laying down the overall objectives and broad policies of the enterprise.

➢ Organizing the business into various department and divisions.

➢ Appointing department manager.

➢ Issuing guidelines for head of the department.

➢ Coordinating the work of different departments.

➢ Making plan for the long term stability of the business.

Middle level management

- It generally consists of head of the department.
- In small enterprises, there is one layer of middle management but in big enterprises, there may be senior middle level managers and junior middle level managers.

Lower level management

- The level includes supervisiors,foremen,superintendents,sale officers, accounts officers etc.
- They issue orders and instruct and guide day to day activities.
- Evaluate operating performance
- Maintain close personal contact with workers to ensure discipline and team work.

Function of management

Main functions are-
1. Planning
2. Organizing
3. Staffing
4. Directing
5. Controlling
6. Coordinating

Planning

- Planning is an intellectual or mental exercise requiring imagination and judgment.

- It helps in the proper utilization of resources.

- It aims at achieving the desired results.

- Planning is the process of deciding in advance what to do ,how to do it, when to do it and who is to do it.

Organizing

- The term 'organization' means a group of people contributing their efforts towards the attainment of certain common objectives.

- It is to organize the enterprise by grouping similar activities together with a view to attain the planned objectives, defining the responsibilities of the people in the organization, delegating appropriate authority to them to discharge their respective responsibilities to fulfill the objectives of the enterprise.

Staffing

- It involves the process of filling the vacant position of the right personnel at the right job, at right time. Hence, everything will occur in the right manner.

- Staffing consists of following activities

➢ Manpower planning

➢ Recruitment, selection and replacement

➢ Training and development

➢ Appraisal, promotion and transfer

➢ Employee remuneration

Directing

- Directing involve issuing orders and instructions, motivating and leading subordinates,harmonising organizational goals with interests of employees.

- The manager have the responsibility of guiding and supervising their subordinates

Controlling

- Controlling means the steps taken to ensure that the performance of organization confirm the plans.

- There should be an adequate control ,so that predetermined planned objectives are achieved.
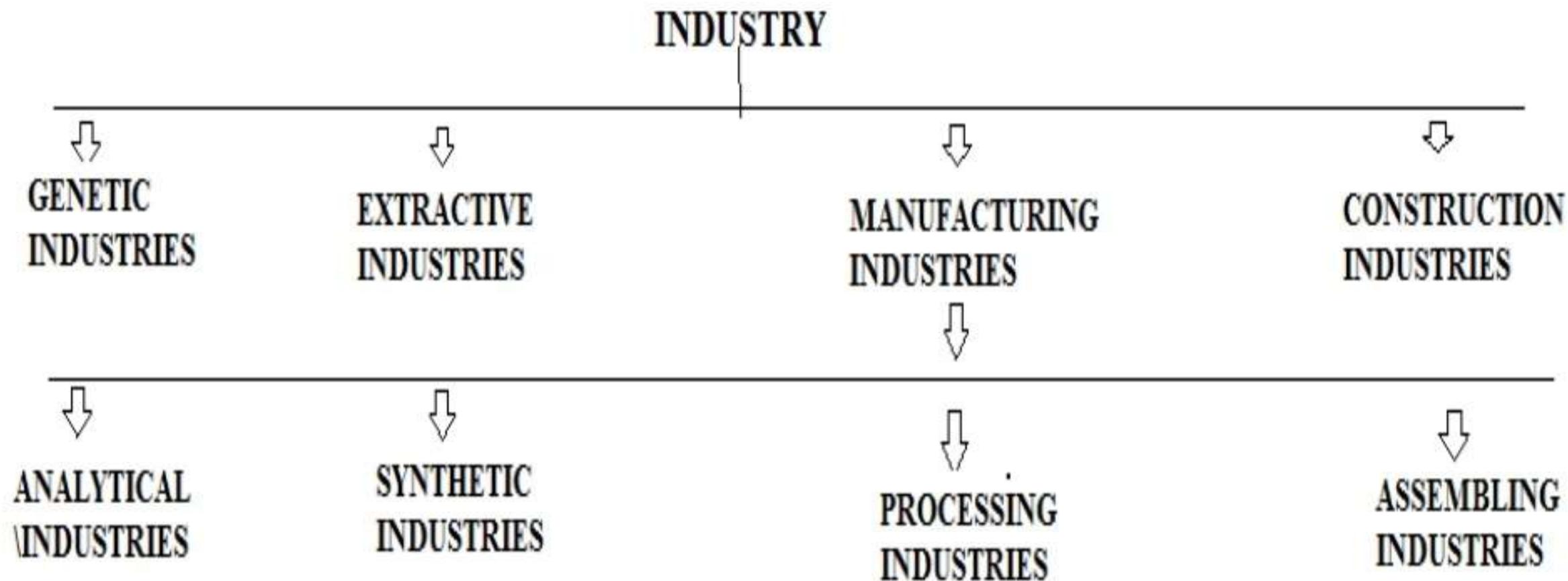
INDUSTRY

- The term 'Industry' refers to that part of business activity which relates to production processing or fabrication of products.

- The products of an industry may either be used by actual consumers or those may also be utilized by another industrial house as raw material for their own production.

- The goods are called Consumer goods if used by final consumers and Capital or Producer goods if used in production of other goods.

CLASSIFICATION

1. Based on the types of goods produced

INDUSTRY

GENETIC INDUSTRIES

EXTRACTIVE INDUSTRIES

MANUFACTURING INDUSTRIES

CONSTRUCTION INDUSTRIES

ANALYTICAL INDUSTRIES

SYNTHETIC INDUSTRIES

PROCESSING INDUSTRIES

ASSEMBLING INDUSTRIES

GENETIC INDUSTRIES

- Producing and multiplying certain species of plants and animals for the purpose of earning profit from their sale.

  E.g.   Breeding farms, Poultry farms

EXTRACTIVE INDUSTRIES

- Concerned with extraction or drawing out the products from natural sources such as soil, air or water.

  E.g. Oil exploration, Fishing, Agriculture, hunting

CONSTRUCTION INDUSTRIES

- These industries involve in construction of roads, buildings, canals, bridges, dams etc.

- The product made by these industries are not meant for sale in the market, but they are erected, built or fabricated at a fixed site.

MANUFACTURING INDUSTRIES

- Engaged in production of goods wherein the raw materials or semi manufactured goods are converted into finished products.

- E.g. Pharmaceutical industry

- Manufacturing industries are further subdivided into :

➢ **Analytical industries**

➢ **Synthetic industries**

➢ **Processing industries**

➢ **Assembling industries**

Analytical industries

- engaged in manufacturing of products by analyzing and separating different elements from the same material. For example, fractional distillation of crude oil refinery industries.

Synthetic industries

- where two or more than two materials are mixed together in a manufacturing process to make a new product.
- Products like various chemicals, drugs, soaps, cosmetics, fertilizers are produced by synthetic industries.

Processing industries

- Raw materials are processed through different stages of production to produce final product. For example drugs, pharmaceutical industries, paper, sugar industries etc.

Assembling industries

- where the parts or components are assembled to make a useful product. For example production of cars, scooters, television, computers etc.

2. Based on size and investment

Light industries:

These industries involve a small capital investment and have a short duration production cycle. E.g. Industries involved in the production of collapsible tubes, rubber tubes, tin containers etc.

Heavy industries:

These industries need a big capital investment and also involve a longer production cycle.

E.g. Iron and Steel industries.

3. Based on capital employed:

Large scale industries:

Involves higher capital, large number of workers, machinery and tools.

Small scale industries:

Capital involved is not more than 10 lakhs in plant and machinery.

4. Official classification of industries

- The industries are classified according to the type of products produced by them as given under the, First schedule to the industries (Development and Regulation) Act, 1951 by the government.

- For example Drugs and Pharmaceuticals, Medical and Surgical appliances, Cosmetic and Toilet preparations.