

**"Establishing the Franchised Pharmacy with e-health Services on Tehsil Level in Pakistan."**



**By:**

<i>Syed Abbas Raza</i>	<i>01-122101-004</i>
<i>Habiba Javed</i>	<i>01-122101-002</i>
<i>Rizwan Haider</i>	<i>01-120092-076</i>

**MBA**

**Supervisor:  
Shahid Haq**

**Department of Management Sciences (GS)**

**Bahria University Islamabad  
2012.**

**"Establishing the Franchised Pharmacy with e-health  
Services on Tehsil Level in Pakistan."**



**By:**

<i>Syed Abbas Raza</i>	<i>01-122101-004</i>
<i>Habiba Javed</i>	<i>01-122101-002</i>
<i>Rizwan Haider</i>	<i>01-120092-076</i>

**Supervisor:  
Shahid Haq**

**A research project submitted in partial fulfillment  
of the requirement for the degree of MBA**

**Department of Management Sciences (GS)  
Bahria Institute of Management and Computer  
Sciences**

**Bahria University Islamabad  
2012.**

**FINAL PROJECT APPROVAL SHEET**

**Viva-Voice Examination**

Date    /12/2012

**Topic of Research:** Establishing the Franchised Pharmacy with e-health Services on Tehsil Level in Pakistan.

<b><u>Names of Student(s):</u></b>	<b>Enroll #</b>
Syed Abbas Raza	01-122101-004
Habiba Javed	01-122101-002
Rizwan Haider	01-120092-076

**Class:** MBA

**Approved by:**

---

**(Mr. Shahid Haq)**  
Project Supervisor

---

**(Mr. Kashir Asghar)**  
Internal Examiner

---

**(Mr. Aqeel Israr)**  
External Examiner

---

**Shahid Nawaz**  
Research Coordinator

---

**Dr M Ali Saeed**  
Head of Department  
Management Sciences

## **Abstract**

The current study is aimed to address the problems faced by the suburban population of the Pakistan. The non-availability of quality medicines and lack of modern health care facilities at tehsil level are two main problems discussed in the study. The researchers were focused to ascertain a business or commercial solution for these problems. The quantitative surveys from the local people and observations helped them to come up with the remedy to these issues. It has been found out from the project that establishment of the franchised health store in a tehsil will be a major step in increasing the health standards at tehsil level. It will provide the better quality medicines and side wise e-health services will be there to provide online checkups and medical consultation.

## **Acknowledgements**

We would like to acknowledge all those who helped us during the project. This project would not be done without the guidance and support of them. First of all, our utmost gratitude to the project supervisor Mr. Shahid Mustafa Haq, whose guidance and supervision helped us in making this project. It was his support that we headed the project in a precise direction. Secondly we are thankful to the research cell of Bahria University Islamabad which provided us immense support in providing details regarding deadlines and step to step progress of the project. Further we are thankful to all the people involved in the project such as respondents, business people, franchisors and etc. It is all because of their cooperation that enables us to accomplish the project. At last, we are grateful to our parents, who are always there to help us in any of the possible manner.

## **Dedication**

This project is dedicated to all the people who lost their lives because of compromised quality medicines and lack of modern health facilities in their town.  
May their souls rest in Peace. Amen.