



Generic Medicine Company Genericart Medicine Pvt. Ltd.

Aspect	Genericart	Other Generic Medicine Company
Years of Experience	9 Years	Less Than 9 Years
Business Models to Explore	12 Business Models	1
Franchise Earning Potential	Average 50% Margin for Shop or More Than That	35% on 1st Year & 25% from 2nd Year
Highest Number of Franchise	1200+	Very Low Count
Royalty	Lifetime No Royalty	They Prefer Royalty
SOP Driven Organization	✓	No SOP's
GENERIC MITRA FACILITY TO IMPROVE SHOP BUSINESS	✓	✗
Medicine Order through Mobile Application for Franchise	✓	✗
Customer Support for Online Sales	✓	✗
Inhouse Developed Software System (POS)	✓	✗
Zero Expiry Management System	✓	✗
Low Inventory with High Returns Due to ZEMS	✓	✗
Quality Control Certificate of Every Product & Every Batch	✓	✗
Google Mapping and add on Online Services	✓	✗
Additional Earning Platform for Performing Shops	✓	✗
Customer Security	Once Customer Registered with Specific Shop, Will Not be Able to Switch	✗

Product Range & Categories

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Generic Medicine Monopoly Products	525+	Less Than 500
Tie-Up with Wellness forever for Branded Medicine	Yes (More Than 27000 Products)	No Such Tie-Up
Consumable and Cosmetic Range	2500+	550+
Special Drugs (HIV/Cancer Product Range)	3800+	✗
Ayurvedic	300+	✗
Surgical	750+	500+
Product Quality (WHO/GMP Product)	Yes Almost 80% Product from WHO GMP and 20% from GMP Certified Units	Most of the Product from Non GMP or GMP. Only Few From WHO GMP.



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Training for Shop Owners	✓	✗
Training Before Shop Opening	✓	✗
Yearly or Half-Yearly Periodic Trainings to Improve Performance	✓	✗
Online Trainings for software and systems	✓	✗
Offline Trainings by Professional Trainers	✓	✗
On Ground Support from Registration to Opening	✓	✗

Franchise support system		
Franchise development team-dedicated team to provide daily support	✓	✗
Franchise online support team for daily software updates	✓	✗
Monthly visits by District/Zonal Partners for boosting the business	✓	✗

Pharmacist Training : Pharmacist Development Program		
Pharmacist Training Before Shop Opening	✓	✗
Half-Yearly Training Programs with Rewards and Recognition	✓	✗

Payment Options		
Bill to Bill 30 Days Credit Facility	✓	?
Cash Discount Facility	✓	?
Free Medicine Delivery from Warehouse to Doorstep	✓	?