



MODERN HEALTH
Where We Truly Care

Modern Health

Homeopathic and Retail Pharmacy

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Executive Summary



Modern Health is an Atlanta based retail and homeopathic compounding pharmacy. Modern Health will be located in one of the busiest and most lucrative area in Atlanta, Georgia, U.S.

The health facility is well positioned and exemplifies the ideal picture of a natural holistic market and retail specialty pharmacy. Modern Health will be involved in the retailing of prescriptions, over-the-counter and alternative medications that are tailored to the needs of the community. Our pharmacy will also provide a variety of testing services and will be involved in the sale of convenience foods and related products.

Modern Health pharmacy will operate Monday through Friday 7 am to 5 pm and weekends from 8am to 12 pm. All employees will be well trained to operate within the framework of our company's corporate culture and software, certified in patient privacy and confidentiality, and also to meet the health needs of all customers.

Modern Health is owned and managed by philanthropist Kimberly Rivers. Dr. Rivers is the Chief Executive Officer of the business; she has a first Degree in Chemistry and a PharmD with years of biomedical research experience.

Our team of world-renowned healthcare providers is committed to excellence in patient care with a special focus on:

- Alternative Medicine
- Pain Management
- Dermatology
- Weight Management
- Nutrition & Vitamin Therapies

Whether it is prescription or alternative medication, we are committed to pioneering and creating innovations that not only help people get and stay well but help them take necessary preventative measures that ensures complete physical, mental, and emotional health.

Mission Statement



Our mission is to impact and improve the health of the people in the community by making available a wide range of prescription drugs, natural medications, and testing services.

Business Structure

i Modern Health will be built on a solid and sturdy foundation. Our pharmacy will be managed and operated under the supervision of qualified individuals. As an operating business all employees must and will be aware of the rules and regulations governing the federal and state regulations. We will recruit board certified and experienced employee in order to best serve the needs of the community.

When interviewing and hiring potential candidates, we will look out for applicants that are honest, friendly, reliable, and those that are ready to work to build a prosperous business that will benefit the community, stake holders, and employees.

Organization and Operating Plan

i Modern Health is a corporation entity that will be a model for integrated pharmacies throughout the world. Its success will be due to the principles set forth by the founder, manager, and staff working the pharmacy: the commitment to provide Care, Convenience, Knowledge, Integrity, and Service for all customers.

These are the positions that will be available at Modern Health and the roles and responsibilities associated with them:

- CEO – Dr. Rivers
- Pharmacist Manager
- Staff Pharmacist (Floater Pharmacist if required)
- Merchandize Manager
- Pharmacist technician (3 employees)
- Information Technologist (Contract)
- Sales agent (1)
- Cashier (1)
- Cleaning Specialist

Chief Executive Officer – CEO:

- Responsible for providing direction for the business
- Creates, communicates, and implements the organization's vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization's strategy.
- Responsible for fixing prices and signing business deals
- Responsible for recruitment
- Responsible for payment of salaries
- Responsible for signing checks and documents on behalf of the company
- Evaluates the success of the organization

Pharmacist (Manager):

- Responsible for managing the daily activities in the restaurant
- provides advice about health issues, symptoms and medications in response to customer enquiries
- recruits, trains and manages staff
- processes prescriptions and dispensing medication
- orders, sells and controls medicines and other stock
- meets medical representatives
- manages budgets
- keeps statistical and financial records
- prepares publicity materials and displays
- markets services
- Interfaces with third – party providers (vendors)
- Controls the sales floor inventory
- Supervises the entire sales staff and workforce
- Any other duty as assigned by the CEO

Merchandize Manager

- Manages vendor relations, market visits, and the ongoing education and development of the organizations' buying teams
- Helps to ensure consistent quality of drugs and products on our rack
- Responsible for the purchase of goods and products for the organizations
- Responsible for planning sales, monitoring inventory, selecting the merchandise, and writing and pricing orders to vendors
- Ensures that the organization operates within stipulated budget.

Pharmacy Technician

- Ensures that the store facility is in tip top shape and conducive enough to welcome customers (This includes turning on equipment such as computers, scales, printers and fax machines)
- Ensures that goods and products are properly arranged
- Responsible for processing prescriptions
- Responsible for sterilizing the counter tops, scales, pill counting trays, and other medication measuring devices.
- Handles administrative and bookkeeping tasks, inventory control, stocking shelves, and data entry
- Performs monthly inventory counts, file paperwork, and stock inventory
- Handles any other duty as assigned by the floor manager (Pharmacist)

Sales Agents

- Manages external research and coordinate all the internal sources of information to retain the organizations' best customers and attract new ones
- Models demographic information and analyze the volumes of transactional data generated by customer purchases
- Sources for clients for the company
- Responsible for promoting the company's image
- Responsible for creating marketing and sales strategies, etc.
- Represents the organization in some strategic business meetings
- Handles any other duty as assigned by the floor manager (Pharmacist)

Information Specialist

- Manages the organization website
- Handles ecommerce aspect of the business
- Responsible for installing and maintenance of computer software and hardware for the organization
- Manage logistics and supply chain software, Web servers, e-commerce software and POS (point of sale) systems
- Handles any other technological and IT related duties.

Cashier (Counter Agent):

- Receives payments on behalf of the organization
- Issues receipt to customers
- Prepare financial report at the end of every working week
- Handles financial transaction on behalf of the company
- Interfaces with our bankers
- Responsible for payment of tax, levies and utility bills
- Handles any other duty as assigned by the floor manager (Pharmacist)

Cleaners:

- Responsible for cleaning the pharmacy facility at all times
- Ensures that toiletries and supplies don't run out of stock
- Cleans both the interior and exterior of the pharmacy facility
- Handle any other duty as assigned by the floor manager (Pharmacist)

Location and Operation Hours

i Modern Health Pharmacy is located at 1775 Edgewood St, Atlanta, Georgia, U.S. The pharmacy hours of operation are as follow and may vary on holidays.

Sunday : 8am -12pm

Monday : 7am – 5pm

Tuesday : 7am - 5pm

Wednesday : 7am – 5pm

Thursday : 7am- 5pm

Friday : 7am -5pm

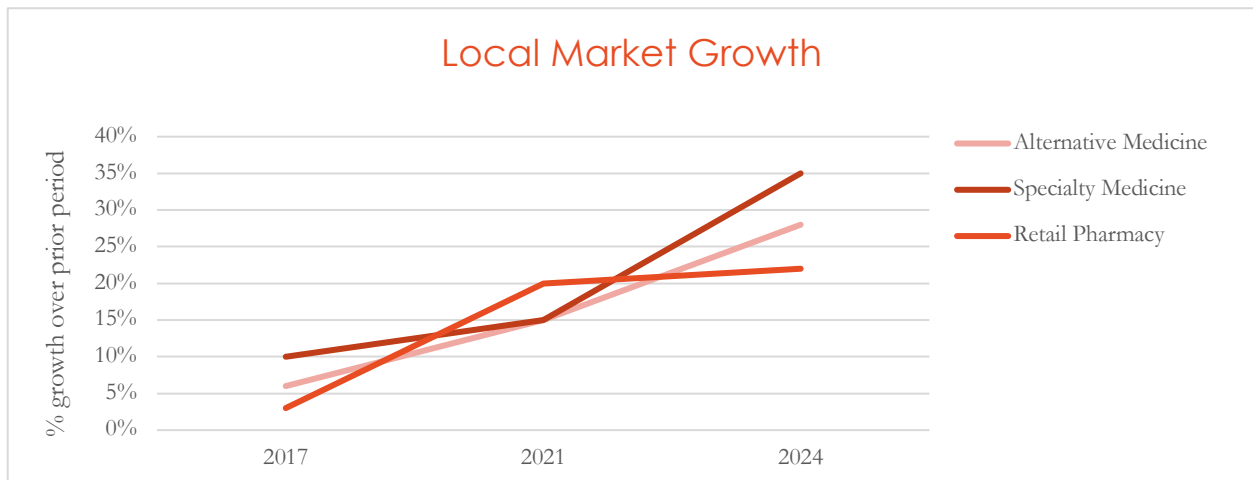
Saturday : 8am -12pm

Marketing

i Pharmacies around the world are now using other methods such as technology innovations and implementing the sales of CBD and hemp oils to effectively manage and plug financial holes in their businesses. With the current shift from disease treating to preventative care natural and alternative medications is now the way to insure and expand the quality and longevity of life. The industry will continue to grow, and retail sector of the industry will become more profitable as the aging baby-boomer generation increases in age. Millennials on the on the other hand have taken more interest in home remedies and the more homeopathic route for curing illnesses. Modern Health targets both generations, making this business unique and tailor to both groups specifically. Through relationships that have been established with healthcare providers, nutritionists, gym facilities and the local businesses in the surrounding area, they have agreed to advertise our business and refer patients as long as we refer their services as well. We have agreed to set up a month discount that our patients can benefit from.

Industry Overview

i The retail pharmacy business is in an era of transformation. To be successful in today's market, we must be flexible and offer services that large chains cannot provide. Modern Health will be successful because we focus special attention to specialty drugs and alternative medications. Specialty drugs are in the midst of a tremendous boom. \$212 billion, the amount specialty drugs are expected to make up in pharmaceutical revenue by 2020. The homeopathic market is set for a rapid growth of 20% by 2024.



Competitive Analysis

i Modern Health is entering the market ell prepared to favorably compete in the industry. It is almost 100% guaranteed that small pharmacy stores will always struggle when compared to large chain pharmacies when it comes to pricing power, brand recognition, and consumer volume. This is why smaller businesses must go above and beyond in areas that chain pharmacies lack in, such as the deliverance of excellency customer service, provide preventative care and treatment care. Is small pharmacies go above and beyond taking preventative measures for patients, slowly we will be able to reduce the need of drugs used for treatment and increase the number of customers transferring from large chains.

In order to master the deliverance of excellent customer service, we will ensure that our management staff are well groomed and trained in both areas of pharmacy (retail and alternative).

At Modern Health we will ensure that we have a wide range of products stocked consistently, it will be difficult for customers to visit our store and not see products that they are looking for. We will also ensure that both insured and uninsured patients have access to discount cared to help make medications affordable. Our ultimate goal is to make our pharmacy the place the burying site for health conditions that can be prevented.

Financial Plan

i Our source of financial income will be majority in the retailing of prescription drugs and specialty orders. Modern Health will also generate a yearly growing income from the sales of alternative herbs and medicines that we will encapsulate for patients and from the sale of convenience foods and related products.

Our payment policy is an inclusive like most businesses as we are aware of the different preferred payment methods as well as the advanced in technology that allows patient to pay for items without having to use any physical card or form of money.

Payment options: Cash, Mobile pay (Apple pay, Android pay, etc.) Online via payment portal or bank transfer, Point of Sale Machine, Credit/debit/ prescription spending cards, insurance, and Check (for loyal customers only)

Sales Forecast

i The information listed below is an estimate of projected sales for the next 3 years.

<i>First Year Projections</i>	<i>Second Year Projections</i>	<i>Third Year projections</i>
<i>Walk In :\$100,000</i>	<i>Walk In: \$200,000</i>	<i>Walk In: \$500,000</i>
<i>Mail Order: \$230,000</i>	<i>Mail Order: \$375,000</i>	<i>Mail Order: \$700,000</i>
<i>Total : \$330,000</i>	<i>Total : \$575,000</i>	<i>Total: \$1.2 Million</i>

Appendix

Start-Up Expenses

Business Licenses	
Incorporation Expenses	
Deposits	
Bank Account	
Rent	
Interior Modifications	
Equipment/Machinery Required:	
Item 1	
Item 2	
Item 3	
<i>Total Equipment/Machinery</i>	
Insurance	
Stationery/Business Cards	
Brochures	
Pre-Opening Advertising	
Opening Inventory	
Other (list):	
ITEM 1	

Appendix

Start-Up Expenses

Business Licenses	\$625
Incorporation Expenses/ Consultant	\$4,300
Deposits	(\$50,000)
Bank Account	(\$2,000)
Rent	\$125,000 (12 months)
Interior Modifications	\$20,000
Equipment/Machinery Required:	\$10,000
Promotion for Grand Opening	\$2,500
Computer Software	\$8,000
Furniture	\$2,000
<i>Total Equipment/Machinery</i>	
Insurance	\$4,000
Stationery/Business Cards	\$18,000
Website/App Launching	\$900
Operational cost for Salary (3 months)	\$150,000
Opening Inventory	\$150,000
Miscellaneous	\$15,000
Opening Party	\$8,000
TOTAL STARTUP EXPENSES	\$316,325

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