

## Detection and Recovery of Economic Losses in Sales Person Based Pharmaceutical Business

Nikhil Bhardwaj<sup>1</sup>, Shubham Jaiswal<sup>2</sup>, Ananya Singh<sup>3</sup>, S.B Nikam<sup>4</sup>

<sup>1,2,3,4</sup>Computer Engineering, Bharati Vidyapeeth Deemed University College of Engineering, Pune, India

Corresponding Author: [nikhilbhardwaj118@gmail.com](mailto:nikhilbhardwaj118@gmail.com)

DOI: <https://doi.org/10.26438/ijcse/v7i6.188190> | Available online at: [www.ijcseonline.org](http://www.ijcseonline.org)

Accepted: 14/Jun/2019, Published: 30/Jun/2019

**Abstract**— It will explore the current supply chain trend which is in the pharmaceutical industry. It's important objective was to characterize the pharmaceutical industry and it will identify the proper supply chain practice. As we know that The pharmaceutical industry will not be renowned for its supply chain management abilities but on the other hand many other high publicized industries they do have profitably exploit their proper supply chain. It is a interesting topic for particular research. Let's take a look . we are going to argue that an excellent supply chain is paramount to the pharmaceutical industry boom. This particular business objective of the pharma industry including there was a need so that to be ensure that we have the drugs are protected from adulteration and counterfeiting, remove and it will destroy in the safe and environmental friendly manner. We see that Clearly and they are not at all commonly use metrics so that it assess the major performance of a particular company or a particular supply chain.

**Keywords**—*pharma industry, money flow, money, money loss, money recovery*

### I. INTRODUCTION

Retailing is the process of selling merchandise to the consumers for their end use in small quantities. The retailer sell product to the particular customers in single unit or in a small quantitie as per the need and capability to the context related with the retail market we will have the wholesale market and here we will see how the retail market works does. Wholesale market - Distributors always buy in bulk so, that they can secure sufficient inventory at low prices. Then they turn around and sell that inventory to others at higher prices. ... The producer sells to the wholesale distributor, who sells to the retailer, who then sells to the end user and here in the relation with pharmaceutical industry is a complex enterprise fraught with conflicting objectives and numerous intractable constraints. A highly regulated environment coupled with the life altering nature of the products characterizes the pharmaceutical industry as a uniquely difficult system. A preliminary review will suggest that supply chain related issues are not likely to figure among the biggest challenges facing the pharmaceutical industry. For a multi-billion industry that manufactures and distributes products to millions of people every day, failing to notice supply chain issues certainly seems unusual and worth investigating. The problem of the company is that they are facing economical loss in the supply or the distribution of the drugs. The major problem is caused by the salesman as they don't write the

exact amount they received from the customer on the notepad. There takes place a major problem for the pharm. As they do have to pay to the company in advance. So here we will build a software that will help the owner to keep track of each and everything.

#### 1.1 PHARMACEUTICAL SUPPLY

The production of the medicine take place in a company and after the completion of the production the supply is done further. In the second step, Here the wholesaler/stockist plays a vital role. They do collect a large no. of medicines and takes orders from various Doctors, retailers wholesaler. After the completion of the second step. The wholesaler sends or does the supply to various retailers, doctors and other wholesalers.

#### 1.2 WORKING PROCEDURE OF THE STOCKIEST

Firstly, the supply of the medicines is done from the company to the stockiest. As the stockiest gets the supplied products then he has to supply all those products to various hospital, retailer, clinicsetc. all of this is done is such a way.

- Here the stockiest will keep the record of all the medicines he got from various companies.
- Secondly, the stockiest does have a number of salesmen each and every salesman is assigned a particular area on day basis and there are 7 salesmen of the pharm for which we are building the software.

- everyday orders are taken from various clients from various cities then after that on the next day in the morning the salesmen are send to their area.
- The work the salesmen suppose to do is, they have to collect the amount of various bills from various clients and supply them the product the asked for.

## II. LITERATURE SURVEY

The discussion of the Research have sought to describe so that constitutes a salesperson's performance, understand the factors that influence their performance, predict and control a salesperson's performance. A salesperson is the only person who represent a selling organization that a customer meets. A sales functions are considered as the most crucial aspect of any firm. Different authors will therefore in the agreement with each other acknowledging that this field sales force are constitutes one of the main marketing expenditure in the marketplace. Sales talent is the scarcest according to the repeated surveys over the recent years. The 2012 Talent Shortage Survey includes the views of thousands of employers in eight countries in the Asia Pacific region including India. It can be noted that the sales representative positions continue to be the most difficult-to-fill job roles in Asia Pacific. The category has topped the rankings in each of the seven years that the Survey has been carried out since 2006. A medical device industry survey by Emergo group (2012) has been enquired about the greatest challenge which faced in running the business, and found that 14.1% of the professionals have been referred to employee retention as their chief concern.

### 2.1 EXPANDING THE SALES WITHOUT MATCHING IN THE IMPROVEMENT OF THE PERFORMANCE

It estimates that the over the next 10 years, the domestic market will grow to US\$49 billion - a compounded annual growth rate (CAGR) of 15%, with the potential to reach US\$74 billion – a CAGR of 20%, if aggressive growth drivers kick in". Labor costs, which were equal to 10 to 14 percent of sales for at least five major drug makers, have increased by around a third on average, according to Batlivala & Karani Securities in India. The growth in salaries has outstripped productivity increases, with sales representatives at leading firms generating less revenue on average than they did two years ago as per the report submitted by Edelweiss Securities Ltd.

### 2.2 ISSUES RELATED TO SALES FORCE

#### EFFECTIVENESS IN THE PHARMACEUTICALS INDUSTRY

Brooke and Gudergan (2001) explored the role of various factors on effectiveness among sales force, through an exploratory study in eight Australian pharmaceuticals companies and found positive relationship between sales force autonomy and effectiveness in all the companies. The study also concluded that market knowledge led to a

greater market orientation, which in turn, has a positive effect on sales force effectiveness. In the study the researcher developed a sales force effectiveness model. The model designed as market knowledge and customer value management leads for market orientation. Similarly, the sales force control and sales infrastructure leads to sales force autonomy. According to the model, the market orientation and sales force autonomy are the influencing factors for sales force effectiveness.

### 2.3 SALES PERFORMANCE AND TECHNOLOGY

Ahearne, M. J., Mathieu, J. E., & Rapp, A. (2007) studied the importance of social-psychological factors related to the success of sales force technology interventions. Reviewing the influence of the introduction of a new set of technology tools on the performance of salespersons, they found evidence to confirm their hypothesis that the salespersons' work experience would have a negative effect on their technology self-efficacy, which in turn would relate positively to their use of technology. Similarly Sales performance was found to be positively related to both past performance and the use of new technology tools. Further, the authors hypothesized that leaders' commitment to sales technology would enhance salespersons' technology self-efficacy and usage, and leaders' empowering behaviors would influence salespersons' technology self-efficacy and moderate the individual-level relationships. Hierarchical linear modeling analyses confirmed all of the hypothesized individual-level relationships and most of the crosslevel relationships stemming from average leader behaviors. Empowering leadership especially exhibited multiple cross-level interactions.

## III. METHODOLOGY

Firstly we came in touch with the stockiest then we told them that there are members in our group who have worked on era and various projects . The sample of the various project has been sent to the company as well and then they approved our project and then said yes for the sponsorship as well. The study and the problem was Fraud is done by the salespersons as they do not write the exact amount of money the receive by the client on the notebook for a particular bill.

The owner will come to know about the fraud on the next week till then there will be various other frauds will be done and he will have no clue how much money he lost in just one week.

As the stockiest has to pay to the company in a large amount day by day as the supply is large then there is the instant need of money there but as the money is kept by

the salesmen so here the stockiest will face the money related problems.

#### IV. PROPOSED SYSTEM

The aim of proposed system is that it will help wholesalers so that there will be no Money loss. And it will act as a change for a who shell market. It will be the best software, which will help the wholesalers in the management of money. it will create a great impact on the market and by use of this web based application. The wholesaler can establish up to date connection to the market. It will save the time of owner as well as the sells person because they were using registers before to do all the things and the owner was informed about everything at the end of the day and the loss of money was impossible to be detected before seven days. But when they will apply particular software to their business it will help provide current update to the wholesaler and real time working will be there and ending of pen paper era will be there.

#### V. EXPECTED CONCLUSION

The conclusion of report is that we can apply this particular method to solve this money leakage problem and we have made this particular software to solve this problem, when the stockiest will use this particular software he will not face any further problem related to money leakage, the software will take care of all the important things.

#### REFERENCES

- [1]. Abbott Laboratories. 1994-2004. 10-K Forms for Securities and Exchange Commission. <http://www.secinfo.com/dRqWm.45Sx.htm>, accessed March, 2010.
- [2]. AstraZeneca International. 1999-2004. Annual Reports. <http://www.astrazeneca.com/investors/annual-reports/>, accessed April, 2010.
- [3]. Bausch & Lomb Inc. 1994-2004. 10-K Forms for Securities and Exchange Commission. [http://www.secinfo.com/\\$/SEC/Documents.asp?CIK=10427&Party=BFO&Type=10K&Label=Annual+Reports+%2D%2D+Form+10%2DK](http://www.secinfo.com/$/SEC/Documents.asp?CIK=10427&Party=BFO&Type=10K&Label=Annual+Reports+%2D%2D+Form+10%2DK), accessed March, 2010.
- [4]. Bowe, Christopher, and Demetri Sevastopulo. 2004. "Senators unite on bill for cheaper medicines." *Financial Times* (UK edition). April 22: p. 8
- [5]. Bowe, Christopher. 2004b. "States warm to reimport of drugs in US." *Financial Times* (UK edition). August 23: p. 6
- [6]. Bristol-Myers Squibb Co. 1994-2004. 10-K Forms for Securities and Exchange Commission. [http://www.secinfo.com/\\$/SEC/Documents.asp?CIK=14272&Party=BFO&Type=10K&Label=Annual+Reports+%2D%2D+Form+10%2DK](http://www.secinfo.com/$/SEC/Documents.asp?CIK=14272&Party=BFO&Type=10K&Label=Annual+Reports+%2D%2D+Form+10%2DK), accessed March, 2010.
- [7]. Chiron Corp. 1995-2004. 10-K Forms for Securities and Exchange Commission. [http://www.secinfo.com/\\$/SEC/Documents.asp?CIK=706539&Party=BFO&Type=10K&Label=Annual+Reports+%2D%2D+Form+10%2DK](http://www.secinfo.com/$/SEC/Documents.asp?CIK=706539&Party=BFO&Type=10K&Label=Annual+Reports+%2D%2D+Form+10%2DK), accessed March, 2010.
- [8]. Cytogen Corp. 1995-2004. 10-K Forms for Securities and Exchange Commission. [http://www.secinfo.com/\\$/SEC/Documents.asp?CIK=725058&Party=BFO&Type=10K&Label=Annual+Reports+%2D%2D+Form+10%2DK](http://www.secinfo.com/$/SEC/Documents.asp?CIK=725058&Party=BFO&Type=10K&Label=Annual+Reports+%2D%2D+Form+10%2DK), accessed March, 2010.