

EXECUTIVE SUMMARY

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Keyword: Innovation, Medicine, Pharmacy, Return, Sustainable

One of substantial element in the availability of medicine lies in the pharmacy industry where the pharmacy is in charge in production and distribution of the medicine to fullfill the demand in society. Each year the demand for medicine in Indonesia is growing steadily in around 8%.

In distribution channel of pharmacy, Indonesia have several services, such as Big Pharmacy Seller, Drug Store, Pharmacy, and other health facility. Each distribution channel has different purposes to fullfill the demand in Indonesia. Based on the products sold, there are three groups of drugs; Over the Counter medicine, *Obat bebas terbatas*, and Potent Drugs. Over the Counter is a group of drugs which can be bought without doctor's prescription. *Obat bebas terbatas* is a group of drugs which can be bought without doctor's prescription but with control from the pharmacist or doctor's assistant. The last group of drugs is Potent Drugs, which can only be bought with doctor's prescription.

Based on the growing demand in Medicine, plus the epidemic (Co-Vid 19) which has struck Indonesia, MedsTop & Go is created to become the best solution for people in Indonesia to get medicine based on people's needs with the help of vending machine and integrated system.

MedsTop & Go will begin to operate in late 2020. Total investment needed to bought the vending machine and other operational expenses are IDR 28.000.000.000,00. All of these funds will be supplied by company's co-founders. Using Discounted Cash Flow method with 15,07% Cost of Capital, the business is expected to generate net present value around IDR 81.228.495.952,15 with IRR of 57,02%. The payback period will be achieved in around 5 years.