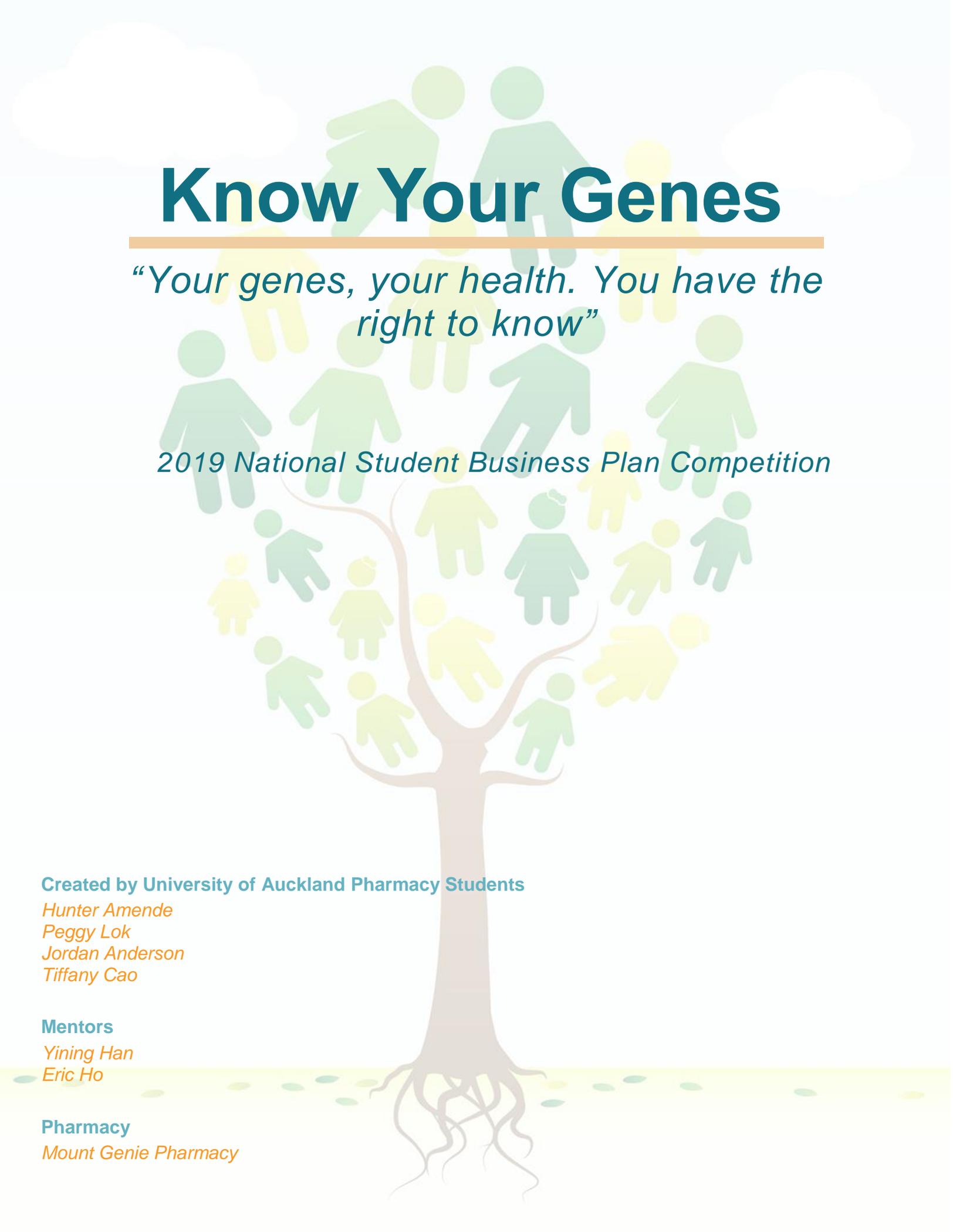


Know Your Genes



“Your genes, your health. You have the right to know”

2019 National Student Business Plan Competition

Created by University of Auckland Pharmacy Students

*Hunter Amende
Peggy Lok
Jordan Anderson
Tiffany Cao*

Mentors

*Yining Han
Eric Ho*

Pharmacy

Mount Genie Pharmacy



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BIOGRAPHY



Jordan Anderson

Jordan is a forward thinking driven individual with a passion for creating disruption in the pharmacy business sector. Jordan is passionate about

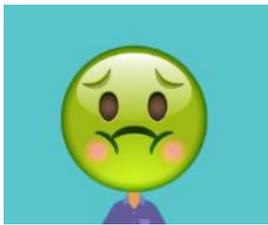
evolving the modern pharmacist's role and has the audacity and leadership to achieve all challenges life throws him.



Tiffany Cao

Tiffany is a bubbly and approachable individual who really loves meeting new people and learning things.

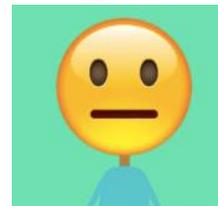
She's always on the lookout for others and is keen to help anyone out. In her spare time, you'll find her either curled up comfortably on the sofa with the latest pharmacy magazine or taking a stroll by the nearest Chemist Warehouse.



Peggy Lok

Peggy is ambitious, loud and loves talking to customers. She builds rapport with everyone she meets and always asks questions and

checks in on how everyone's going. She loves hearing stories about the weird and wonderful including how tropical fish gave exploding abscesses to an immunocompromised patient and how Epsom salt will help a marine biologist study sea anemone.



Yining Han

Yining is an experienced pharmacy manager, course co-ordinator and guest lecturer. He has a passion for business

pharmacy management. He is our pharmacy Business Module Co-ordinator, and thus, has shared his knowledge and secrets of the business world. His experience and mentoring have given us a competitive edge extended into our service development.



Hunter Amende

Hunter is a well-rounded individual who participates in many extra-curricular activities such as working as a swimming

instructor and an uber driver. He accommodates patient's in a friendly manner by personally delivering their medications if required. He is very passionate about our pharmacy and often stays after hours to make sure everything is completed and ready for the next day.



Eric Ho

Eric is a charming pharmacist who has years of experience dealing with the complex business issues within

pharmacy. He has a sharp, business-oriented mind which enables him to spot business opportunities 10km away. Not only does he provide financial stability for the pharmacy, he also keeps everyone happy by buying them fried chicken for lunches and bringing treats and sweets whenever he's back from his travels.



1. EXECUTIVE SUMMARY

Every individual has 25,000 to 35,000 different genes affecting their physical characteristics, personality, and even their likelihood of developing certain diseases or response to medications! Genes can explain the reason medication gives patients a normal or terrible experience. Variations in genes significantly dictate how safe and effective medicines and dosing can be. A “one size fits all” approach can only apply to certain individuals and a significant proportion of the population can benefit from personalised medicine optimisation.

This is where pharmacogenetic medicine optimisation serves as an important assessment of specific genes responsible in medication’s pharmacological pathways. By understanding the genes, we can predict and overcome abnormal medication experiences and adverse effects while at the same time, optimising therapeutic benefits and reinstating public trust into medications. Pharmacogenomics is essentially the search for genetic variations influencing drug response and metabolic pathways offering personalised drug improvement, effectiveness and safety. The aim is to encourage personalised medicine optimisation in those having negative experiences with their medicines and offering customised care plans to resolve these issues to deliver the right drug at the right dose at the right time.

Mount Genie Pharmacy strives to be a community health hub that takes care of our patients by actively engaging, communicating and collaborating within the Western Bay of Plenty Region. **Know Your Genes** is a new initiative implemented to overcome the growing prevalence of patients suffering from medication adverse side effects or lack of therapeutic effects. It specifically targets patients who may be unsure of their individual medication metabolism for certain medical conditions such as mental health, cardiovascular disease and coeliac disease. A “one size fits all” approach with current medications results in poor medicines management, toxicity and ultimately loss of time and faith in the health system. We believe that by optimising medicine management early, we can reduce disease progression and avoid unnecessary complications such as severe depression, panic attacks, strokes and heart attacks, thus, reducing the burden on the health care system, improving patient’s quality of life and reinstating trust into medications.

We offer patients pharmacogenomic testing for root cause analysis and peace of mind, alongside comprehensive consultations tailored to investigating their genes and providing advice and management plans. We can inform our patients with our vast array of information and use our large range of over the counter products to resolve any issues. **Know Your Genes** is for patients who are having difficulties optimising their medicines or struggling to understand the reasons behind the lack of therapeutic efficacy or experience of toxic effects. Once we have established good patient engagement, we aim to use this service as a platform to assist patients with other pharmacogenomic associated conditions who may benefit from pharmacy expertise. Such conditions will include oncology and haematology and many more. Every month, we will offer follow up consultations to all patients for their testing and provide extra information sessions in our pharmacy.

Mount Genie Pharmacy has a vision to allow people to understand a side of them they can't see, feel or hear. Our mission is to let our community understand more about themselves through **Know Your Genes** and know more about their medicines by simply connecting the dots. So, what are you waiting for? Your genes, your health. You have the right to know.



2. BUSINESS DESCRIPTION

Demographics

Our pharmacy is situated in the heart of Mount Maunganui and is surrounded by large shopping complexes and convenient public transport. Tauranga is the most populated city in the Bay of Plenty, becoming NZ's fifth-largest city and an increasingly popular retirement destination. The aging population as well as being the least socioeconomically deprived within New Zealand serves as a fantastic opportunity to utilise our innovative service. Therefore, this destination can maximise our ability to develop our service before we expand to the rest of New Zealand and Australia.

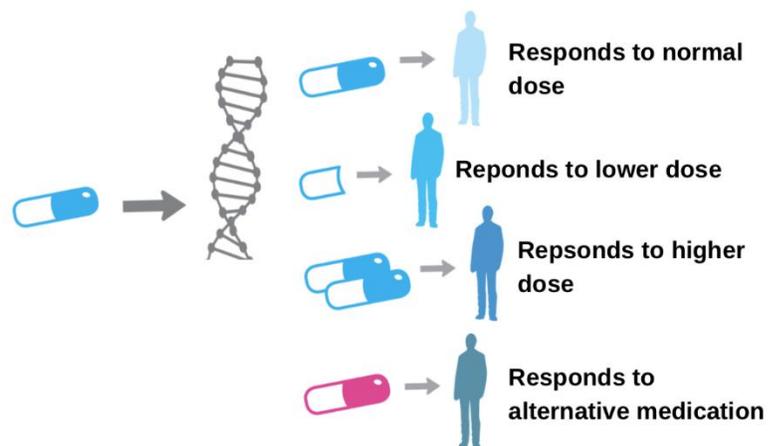


Our Services

Mount Genie Pharmacy offers an eccentric range of highly specialised services in the heart of Mount Maunganui. Our team consists of four friendly, caring and knowledgeable pharmacists and two pharmacy technicians who are highly dedicated to providing patient centred care. Our pharmacy is open 7 days, 8am to 6pm. Currently, our pharmacy offers a variety of well-rounded professional services. These include vaccinations, medication reviews and INR monitoring. Come in and enquire for more information.

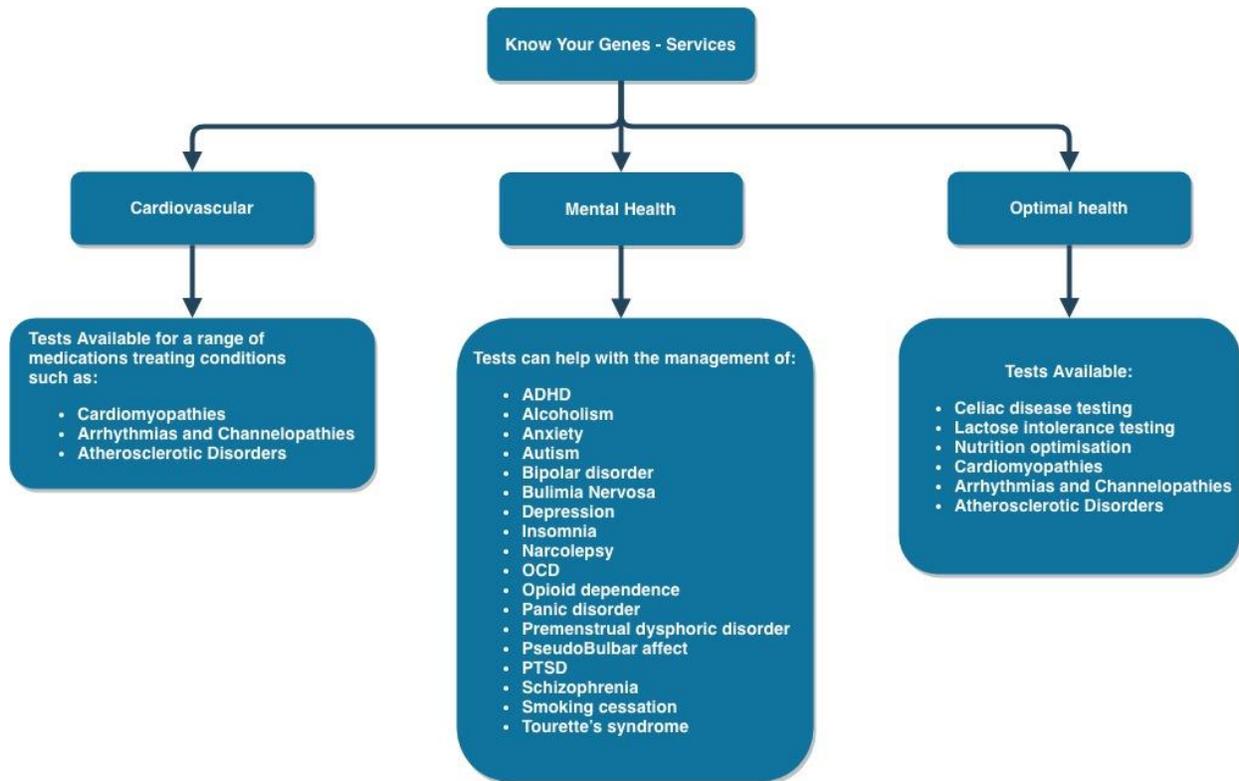
Know Your Genes

On average, 60% of people taking medications will experience the intended therapeutic effect, 20% will have no response and 20% will suffer from adverse effects. Our service targets the 40% where simple genetic profiling can identify and resolve issues including achieving therapeutic effects and preventing adverse drug reactions. Non-invasive mouth swabs will be taken from patients and sent off to the pharmacogenetics lab where we have developed a close and trusted relationship with. The lab will create the genetic profile and send the results to the pharmacist to interpret. Collectively with the patient, the pharmacist will create a customised care plan to optimise their medication regimen. A detailed and personalised care plan for the patient will be prepared along with an array of relevant resources. These will include an in-depth information on the significance of their results in their personalised booklet, an individualised care plan, recommendation on beneficial OTC products and/or natural health products and follow up communication to ensure the patient's health is on track.



Know Your Genes is a service that follows a stepwise approach. This begins by identifying patient's medicines-related concerns. This will be instigated from day to day dispensing, where we can ask simple questions, for example, "how are your medicines going?". We also expect patients to come to our pharmacy after hearing about the services from external marketing campaigns. In this instance we can explain our service and how our patient can expect to benefit.

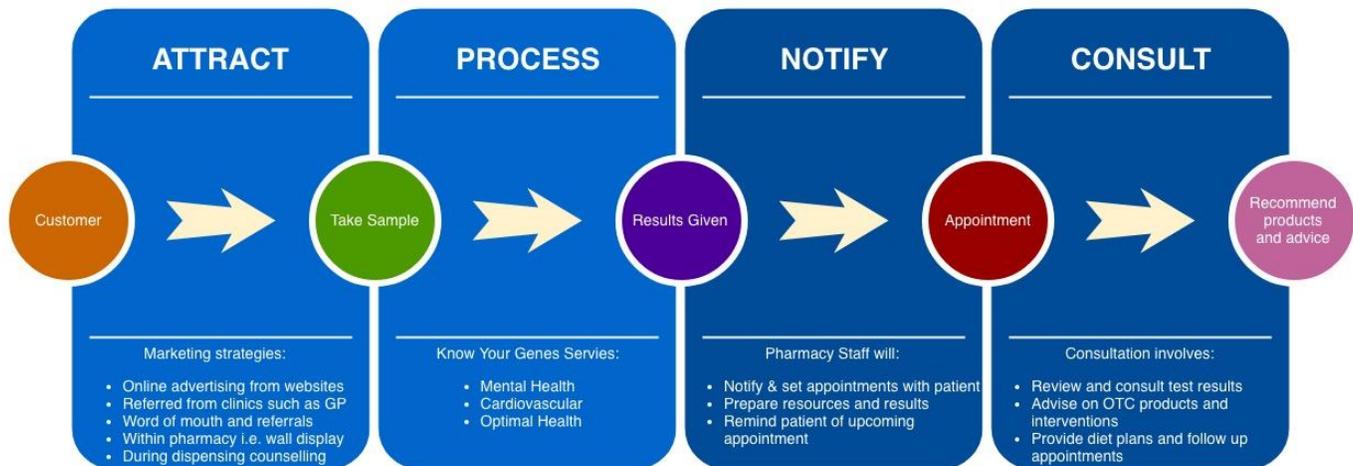
Our service is aimed at working to focus on the Ministry of Health priorities for 2018/19. The goal, as stated by the Ministry of Health, is that, "All New Zealander's live well, stay well and get well". **Know Your Genes** provides an innovative way to further improve our health in order to meet these goals.



Our Community Focused Service

The values here at [Mount Genie Pharmacy](#) is community orientated. We aim to provide timely and efficient services to increase awareness of how pharmacogenetics can influence the way they take medications and how effective they are. This service provides education and referral to other health professionals if any problems arise, therefore, providing the patient confidence and security their medications are positively benefitting their health. The incentive for local businesses is to increase productivity in employees with these issues and for family members to know their loved ones are safe. As mentioned earlier, we will also actively approach medical clinics in the community to raise awareness about personalising medicines via pharmacogenetic testing to improve public health. This helps put our pharmacy name out to the community. Overall, we aim to play a vital role in the health of the community, through medicines optimisation.

Know Your Genes is a service that follows a stepwise approach.





3. MARKETING AND OPERATIONS MANAGEMENT

Purpose, Vision and Values

In the emerging era of pharmacogenetics, the aim of our **Know Your Genes** is to take a small step towards the future of providing individualised medication. Our service connects pharmacogenetic testing laboratories with the patients in our community. Usually, these big pharmacogenetic laboratories are not easily accessible by the community, and many people are not aware of them. By implementing this service in **Mount Genie Pharmacy** more patients will be exposed to the novel technology of pharmacogenetic testing. The services of the pharmacogenetic testing labs simply stop when results are generated. But we take it further, and we help the patients interpret the results, actively provide them advice and make any relevant changes to their medication regimen. By doing so, we are also expanding the role of the traditional pharmacist, providing scope for them to provide more holistic care for the patient.

Marketing in the Community

In order to draw attention to our futuristic service, the primary marketing strategy used will be through active community engagement. We place a huge emphasis on our marketing because our service is relatively new and therefore investing in marketing will provide a good start to our business.

- **Advertisements:** leaflets, brochures, pamphlets, posters will spread throughout the pharmacy, medical clinics (focusing on diabetes clinic, mental health clinics), local businesses, rest homes and health clinics of various universities to raise awareness of our new service.
- **Collaboration:** local businesses host education sessions as part of promoting their employee health and well-being. The programme will help clarify any concerns or questions they have regarding their health. The company will benefit from having healthier employees and see increased workplace productivity. Collaboration builds on a sustainable partnership that also allows scope for future business prospects.
- **Rapport:** Personally communicating with local GP clinics to build trust and increase their knowledge around pharmacogenetics and its role in medication optimisation.
- **Word of mouth:** An important marketing method as there is very high chance one will know another individual who could potentially benefit from pharmacogenetic testing.
- **Educational Seminars:** Pharmacy will hold events in store, inviting GPs and pharmacogenetic specialists to attend and providing seminar to patients.



Marketing Online

With social media use increasing, it is important that **Mount Genie Pharmacy** is approaching marketing both online and in person. We will post on various platforms including Facebook and Instagram. This will create awareness in the centre of town about the service. We will also have a Facebook competition to go into the draw to win \$100 voucher to spend in **Mount Genie Pharmacy** that involves answering 3 short questions on mental health, cardiovascular and coeliac disease:

- Do you take antidepressants or know anyone that does?
- Do you take cardiovascular medications or know anyone that does?
- Do you suffer side effects regularly from your medications?

This will engage Facebook users in NZ, who on average spends about 50 minutes each day.

Marketing Strategy

Our marketing strategies focuses on building strong relationships with the patients, other health professionals to increase awareness of our pharmacy.



Know Your Genes “Your genes, your health. You have the right to know”

2019 National Student Business Plan Competition



Loyalty System

- Patients have the option of joining our loyalty programme which offers selected product discounts and other customer specials. For every dollar spent on OTC products at the pharmacy, you get 1 point and at 150 points, you get a \$10 voucher to spend on anything in the store.



Referral System

- Patients who complete the test can refer a friend to also take the test, after doing such, both the patient and their friend receive either \$5 off a follow up consultation or 20% off a single OTC transaction within 7 days on selected products.



Feedback Form

- We love to hear from our customers! An anonymous survey will ask about their last experience in store and further suggestions for improvement. Completion of the survey will earn the patient \$1 coupon to take off their next purchase. Receiving feedback allows our pharmacy and staff to continually progress whilst understanding what our customers want.

Multiple Pharmacogenetic Tests

- For patients who want pharmacogenetic testing, those who are requesting 2 tests will receive 10% off OTC products for 1 transaction, 3 tests = 20% off OTC products in 1 transaction and 3 tests = 1 free consultation (save \$50)!

Referral Pathways

At [Mount Genie Pharmacy](#), we recognise the necessity of integrating with all nearby healthcare professionals where possible. We will send the word out to GP clinics, mental health clinics, so that the clinicians who work there can refer patients who they believe might benefit from a pharmacogenetic test. For example, patients who are not receiving optimal benefits from their medications or suffer from unusual adverse effects. These pharmacogenetic services are to increase the awareness of pharmacogenetics and identify management strategies to prevent adverse effects and increase medication effectiveness. The [Know Your Genes](#) team will hold an event in store during the first 2 weeks of service implementation and invite GPs and pharmacogenetic specialists to attend and provide a seminar to patients. This will clarify the significance of allergy management and build relationships to last.

Premises

This service will take place in the consultation room. The swabs will then be collectively stored in a secured plastic container.

Information systems

Digital tablets e.g. iPad/Samsung tablets will be used during the consultation to visually show the results to the patient during their consultation. The other computers already present in the pharmacy will be used to record appointment times for patients, sign up, new patients, communication. Printers and telephone in the will be utilized to give the patient take away documentation or make any necessary calls.

Monitoring

To monitor the progress of the service, key performance indicators will be measured and compared monthly by our marketing specialist, Peggy Lok, with the assistance of marketing software analytics to measure campaign success and algorithms established to maximize return on investment (ROI). Our key monitoring indicators include:

- **Amount of services performed and Ration of service offering to service acceptance:** We expect approximately 20 services per month and 1 service per 10 offerings. These are expected to increase over time.
- **Service request and service referrals:** We expect an increase in request and referrals as the awareness in the community increases. We expect 10 requests/referrals in the 1st month and then 20 or more per month thereafter.
- **Individual marketing campaigns:** Will be tweaked and tailored according to ROI, therefore explaining a progressive increase of marketing interactions and utilization of services as time goes on. We expect 20 per month.

All monitoring information necessary will be recorded/stored in the pharmacy system. Information relative to services will be recorded and stored in an identified folder for each patient, located in the encrypted server that is only accessible from the pharmacy computers. This information can be easily collected and processed at the end of the month for monitoring purposes.



4. MANAGEMENT TEAM AND PERSONNEL SUMMARY

Management Team and Personnel Summary

Operational Manager: Jordan Anderson focuses on core services and day to day running of the business

As the primary pharmacist in charge of facilitating the **Know Your Genes** service, Jordan is the service champion who is responsible for creating the roster to ensure that at least 1 trained staff member in **Mount Genie Pharmacy** is always present. Additionally, Jordan oversees sending consultation reminders out to the appropriate patients on a weekly basis. Furthermore, after each consultation, Jordan will send the electronic copy of the results. It is safe to say we would be completely lost without our Jordan.

Innovative Services Manager: Tiffany Cao ensures the fundamental running and efficiency of **Know Your Genes** is developed and optimized running seamlessly with day to day operations.

This role ensures our service remains innovative and meets any legal and professional requirements with policies and protocols to ensure the best pharmacy practice standards are maintained. It is Tiffany's role to encompass an understanding for what the patients really want and how this service can meet their health needs. With Tiffany's bubbly friendly personality, it is her expertise to build friendly relationships with our community and take the time to understand their health needs.

Marketing Manager: Peggy Lok maintains innovative marketing tailored at pharmacogenomic needs topical to the modern world.

Peggy's primary role is to ascertain what medications and medical conditionals are particularly problematic in the community and optimise pharmacogenomic testing packages accordingly. Peggy's main job is to formulate promotions for the pharmacy each month and come up with innovative marketing campaigns in advance with new campaigns each week. It is Peggy's responsibility to attract potential candidates who are not already current customers at **Mount Genie Pharmacy** and provide lovely, attractive e-newsletters to all our members indicating the new products, services and promotions we have on offer.

Financial Advisor: Hunter Amende ensures the financial operations are optimized and billed are paid for and filed, and to meet all legal and tax requirements.

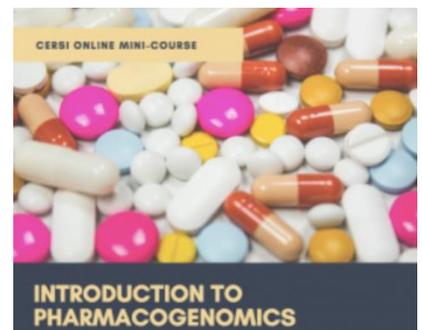
Hunter keeps the books in check and directs the financial decisions in order to gain the most traction from **Know Your Genes**. It's with this responsibility Hunter ensures this service fair value to customers while bringing value to **Mount Genie Pharmacy** and our business model is running smoothly. Hunter also ensures the pharmacy is up to date with all the appropriate software, any damages or renovations are within budget and appropriate staff wages to keep everyone happy.

Other Staff

Our technicians and retail staff support our pharmacists on a regular basis. All staff members are given continuing education on medications, new OTC products and any updates to guidelines. This is to provide a friendly staff environment where everyone is comfortable with their role in the pharmacy and learning from each other, providing optimal care for patients.

Staff Training

At **Mount Genie Pharmacy**, we value the professional development of all our employees. Our pharmacists and retail staff will be required to complete the Pharmacogenetics e-training module so that our pharmacy team can make appropriate recommendations and the remainder of our team is up to speed. All 4 pharmacists will be trained in the usage of the pharmacogenetic testing. Follow up training modules for the pharmacogenetic testing and training courses will need to be undertaken on a yearly basis. These online Pharmacogenetics courses are available from multiple accredited educational institutions which are free of cost (although the certificate costs extra). We will take advantage of these Massive Open Online Courses (MOOCs) available.





5. FINANCIAL FORECASTS

The focus of Know Your Genes is providing an innovative service to regular patients whilst attracting new patients to optimise medication and improve patient's quality of life. To have a fully sustainable service it must be profitable, therefore we have designed increased profits annually, which we estimate to carry out 20 services on average each month for the first year, expanding services as available to generate more returns. This service will include a non-invasive cheek swab, lab evaluation and consultation. The service is expected to produce revenue from individualised consultations and over-the-counter sales. We expect a purchase from approximately 80% of patients receiving the service and a multiple purchase from at least 2 in 3 patients per service utilization. Furthermore, this service will generate new patients through the marketing and outreach service reaching additional patients in the community. From these measures, we have calculated an added revenue of \$39,000 and a profit of \$20,800 contributing to almost a 10% net profit in the first year considering costs per service, expecting to increase exponentially in the following years.

Table 1: Projected Annual revenue from services

	2020	2021
Weekly Units	5	12
Yearly Units	260	624
Unit income	\$150	\$150
Annual Income	\$39,000	93600
Unit Expense	\$70	\$70
Annual Expenses	\$18,200.00	\$43,680
Profit	\$20,800.00	\$49,920

Table 2: Staffing Inventory analysis

Staffing	2019		2020		2021	
	Number	Hours/ Week	Number	Hours/Week	Number	Hours/Week
Working Proprietors						
Full Time	1	40	3	120	3	120
Part Time	1	20	1	20	1	20
Other Pharmacists (not owners)						
Full Time	1	30	nil	nil	nil	nil
Part Time	1	10	nil	nil	nil	nil
Dispensary Assistants						
Full Time	1	35	1	35	2	70
Part Time	1	17	1	17	0	0
Sales and other staff						
Full Time	2	75	2	75	3	112.5
Part Time	3	36	3	36	2	24
Total hours open per week	65		65		65	
INVENTORY ANALYSIS:						
	2019		2020		2021	
Prescription	\$134,546		\$156,894		\$128,655	
Other	\$160,386		\$145,783		\$154,932	
Stock carried	\$294,932		\$302,677		\$283,587	

Table 3: Revenue analysis:

	2019		2020		2021	
Prescription	\$2,340,871	70.00%	\$2,387,688	69.04%	\$2,411,565	67.21%
Other Sales OTC	\$945,057	28.20%	\$973,409	28.15%	\$1,022,079	28.49%
KNOW YOUR GENES - Income			\$39,000	1.13%	\$93,600	2.61%
Other Income	\$60,402	1.80%	\$58,342	1.69%	\$60,762	1.69%
SALES ANALYSIS						
TOTAL SALES	\$3,285,928		\$3,361,097		\$3,433,644	
COST OF GOODS SOLD	\$2,173,287	66%	\$2,151,102	64%	\$2,197,532	64%
GROSS MARGIN	\$1,112,641	33.90%	\$1,209,995	36.00%	\$1,236,112	36.00%
OTHER INCOME:						
KNOW YOUR GENES Income			\$39,000		\$93,600	
Other*	\$60,402		\$58,342		\$60,762	
Gross margin + other income	\$1,173,043		\$1,307,337		\$1,390,474	
TOTAL REVENUE	\$3,346,330		\$3,458,439		\$3,588,006	

*E.g. Government Incentives/allowances, HMR and other services, dividends etc



As you can see in Table 4, there is a realistic projection of forecasted sales and revenue. We expect increased OTC sales due to need from our innovative services and our marketing campaign. We have not included a balance sheet due to the unpredictability. However, we have provided a business evaluation to show the profitability and increased value of our Pharmacy due to the implementation of our services.

Investor Offer

In order to maximize the success of this service we are looking for investors who are committed to seeing an explosion in the pharmacogenomic industry. Built on the projections described above, we can offer investors two ways of becoming involved with the financial successes of this innovative service:

1. Investors can buy into the pharmacy taking a share of the business and of course the profitability.
2. Investors can invest into the development and expansion of our services where we can franchise the service to other pharmacies effectively taking lead in the **Know Your Genes** service, aiming to be the leading and recognised international service.

Once our service is utilised by enough users, opportunity to increase revenue by constructing our own lab and technicians to conduct the genetic testing will arise. This reduces expenses immensely and could provide more affordable services while creating a competitive edge. At the same time this offers potential for increased revenue where we can effectively be leaders in pharmacogenomic testing scaling our innovative service to the wider New Zealand and Australia. Therefore, investing in **Know Your Genes** offers a potential to monopolise the market and generate large returns on investment.

Funding

Know Your Genes will initially be funded through the current profitability of **Mount Genie Pharmacy**. Once proven successful and beneficial to the national health care system, funding may be a possibility in the future. We predict that funding will first be offered to high risk patients (defined as those with at least 5 long term conditions and polypharmacy) and those most deprived who can benefit from the service. Therefore, public funding will significantly expand our patient demographic portfolio and offer relationships with many new customers. Funding also opens up the extend to scale up **Know Your Genes**. This funding will allow doctors to explore and understand how beneficial pharmacogenomics is for medication management is and ultimately increase public awareness and referrals to our unique service.

Table 4: Expenses and financial forecast

EXPENSES	2019		2020		2021		Comments:
Salaries and Wages	\$394,717	11.80%	\$445,127	12.52%	\$460,231	12.83%	Based on staffing changes
Rent Paid	\$158,603	4.70%	\$161,192	4.66%	\$162,234	4.52%	Consumer price index- CPI (1.015%)
Outgoings - Rental & Rates	\$19,783	0.60%	\$20,079	0.58%	\$20,380	0.57%	
Accounting	\$10,622	0.30%	\$10,654	0.31%	\$9,789	0.27%	
Advertising *	\$44,439	1.30%	\$52,440	1.52%	\$48,666	1.36%	
Bank Charges	\$15,140	0.50%	\$17,251	0.50%	\$18,114	0.50%	
Computer Expenses	\$17,950	0.50%	\$19,956	0.58%	\$18,675	0.52%	Addition of tablets
Depreciation	\$31,900	1.00%	\$27,115	0.78%	\$23,048	0.64%	CPI
Electricity, Water, Heating	\$12,116	0.40%	\$12,298	0.36%	\$12,482	0.35%	CPI
Insurance	\$10,309	0.30%	\$10,463	0.30%	\$10,620	0.30%	
Leasing Expenses	\$7,475	0.20%	\$6,746	0.20%	\$7,893	0.22%	
Motor Vehicle Expenses	\$4,334	0.10%	\$6,573	0.19%	\$7,689	0.21%	
Postage, Freight, Printing	\$10,252	0.30%	\$15,573	0.45%	\$20,892	0.58%	
Repairs, Maintenance, Service	\$4,743	0.10%	\$4,814	0.14%	\$4,886	0.14%	CPI
Subs and Registrations	\$9,132	0.30%	\$10,646	0.31%	\$12,145	0.34%	
Superannuation	\$39,407	1.20%	\$13,353	0.39%	\$14,106	0.39%	3% of wages in NZ
Telephone	\$5,064	0.20%	\$5,139	0.15%	\$5,217	0.15%	CPI
Training	\$2,181	0.10%	\$3,125	0.09%	\$2,567	0.07%	New training
Abnormal Expenses	\$14,709	0.40%	\$8,765	0.25%	\$8,567	0.24%	No new abnormal predictions
Payroll Tax	\$6,358	0.20%	\$6,453	0.19%	\$6,550	0.18%	CPI
Workers' Compensation	\$3,605	0.10%	\$3,659	0.11%	\$3,713	0.10%	CPI
Lab Reading Fees			\$18,200	0.53%	\$43,680	1.22%	
Other Expenses	\$66,226	2.00%	\$62,254	1.80%	\$61,365	1.71%	
Total Expenses	\$889,065	28.10%	\$941,975	27.24%	\$983,509	27.41%	
Business Evaluation:	2019		2020		2021		Comments:
EBIT	\$283,978	8.50%	\$365,362	10.56%	\$406,965	11.34%	
Interest Paid	\$52,707	1.60%	\$50,342	1.46%	\$51,651	1.44%	
Company Tax (28%)	\$64,756	22.80%	\$88,206	24.14%	\$99,488	24.45%	(EBIT-Interest) *0.28
Net Profit	\$166,515		\$226,814		\$255,826		
Pharmacy evaluation (EBIT*5)	\$1,419,890		\$1,826,810		\$2,034,825		

*If a member of a banner group this would be higher as group fees would be added.



6. SWOT ANALYSIS

Strengths	Weaknesses
<ul style="list-style-type: none"> • Unique and novel service which aims to bridge the gap between scientific laboratory institutions and patients in the local community. Pharmacists interpret and explain the results rather than just providing it to them • The Know Your Genes consultation service is highly personalised and tailored to the individual, with specific advice and product recommendations • These comprehensive consultations take on a holistic approach, addressing multiple aspects of the patient's well-being, which due to time constraints primary health care providers such as GPs cannot achieve • It can increase patient's overall awareness and understanding of their medical conditions, medication and body • It intervenes patient care at a primary level, and potentially has preventative benefits e.g. a stroke, which is the ideal health intervention 	<ul style="list-style-type: none"> • There may be limited accessibility in certain patient groups as the service is relatively pricey • May have adverse effects on insurance policies (e.g. possibility to disclose results) • Further training mandated for pharmacists in terms of genetic result interpretation, relevant advice and product recommendation, which could demand substantial time • Fewer pharmacists may be available in the store to help customers • Need to develop strict protocols and procedures to uphold patient confidentiality and privacy • Might reveal too much information and generate unnecessary stress or concern about a patient's health
Opportunities	Threats
<ul style="list-style-type: none"> • Has the potential to expand across other domains e.g. oncology, autoimmune diseases • Allows the diversification of the pharmacist's role and increases their contribution to patient care, which enhances the reputation and public trust in the profession • Through Know Your Genes, we can spread awareness of potential benefits of pharmacogenomic testing, which to date has been relatively unexplored • We will be contributing to scientific research in the field of pharmacogenetics and evaluating its efficacy and accuracy 	<ul style="list-style-type: none"> • Pharmacogenetics is a relatively new area of scientific research, and there may be people who remain sceptical and challenge its accuracy or relevance • Social stigma around mental or cardiovascular health, may be perceived as a taboo issue and people experiencing issues may not seek help • Patient attitudes: Services are built on the assumption and expectation that patients are willing to discover more about their genetic results, although some may choose to stay oblivious to these details • May raise certain ethical issues