

FARMACEUTICA REMEDIA SA
PERFORMANCE ANALYSIS
OPERATIONAL ACTIVITY
Of Pharmacies
Reviga, Motaieni, Vulcana si Ghermanesti
FOR THE PERIOD January - November 2021

The analysis of the performance of each working point has a determining role in establishing the strategy to be followed and this even more so in times of decreasing profitability in the current activity.

In the following, for the pharmacies located in Reviga, Motaieni, Vulcana and Ghermanesti, the analysis of costs and incomes by the income/cost centres has been carried out, according to which the future evolution can be forecast.

Period of analysis: January - November 2021.

1. Analysis of the retail activity of the 4 pharmacies

The calculation includes all revenues allocated to each revenue centre (revenues from sales of goods, discounts received, revenues from marketing activities), as well as all direct costs allocated according to the documents to each cost centre (salaries, rents, utilities, operational).

Monthly average values						
	Average monthly income EXCLUDING VAT	COGS	VALUE MARGIN	PERCENTAGE MARGIN	TOTAL DIRECT COSTS	EBITDA
Motaieni	12.627	9.376	3.251	25,74%	7.566	-4.315
Vulcana	17.239	12.699	4.540	26,33%	6.669	-2.129
Reviga	30.429	21.249	9.181	30,17%	6.949	2.232
Ghermanesti	33.998	25.683	8.315	24,46%	8.904	-588

2. Conclusions

The negative result reported in 2021 for the 4 pharmacies, although different methods have been tried to increase profitability by applying various collaborations and intensifying marketing activities, clearly shows that the actions taken are not sufficient.

The fierce competition in the market, the way of presentation, promotion and allocation of new technologies existing on the competitive market, highlights the fact that in order to align with the standards imposed by the competition, to stimulate the clientele, consistent and long-term investments are needed in Remedia pharmacies, which REMEDIA management does not consider opportune.

In view of the above, we propose:

- Partial sale, restructuring the territory in which we operate with profitable pharmacies.

Financial Director

Elena CODREAN

Date,

27.12.2021