

# Website design development



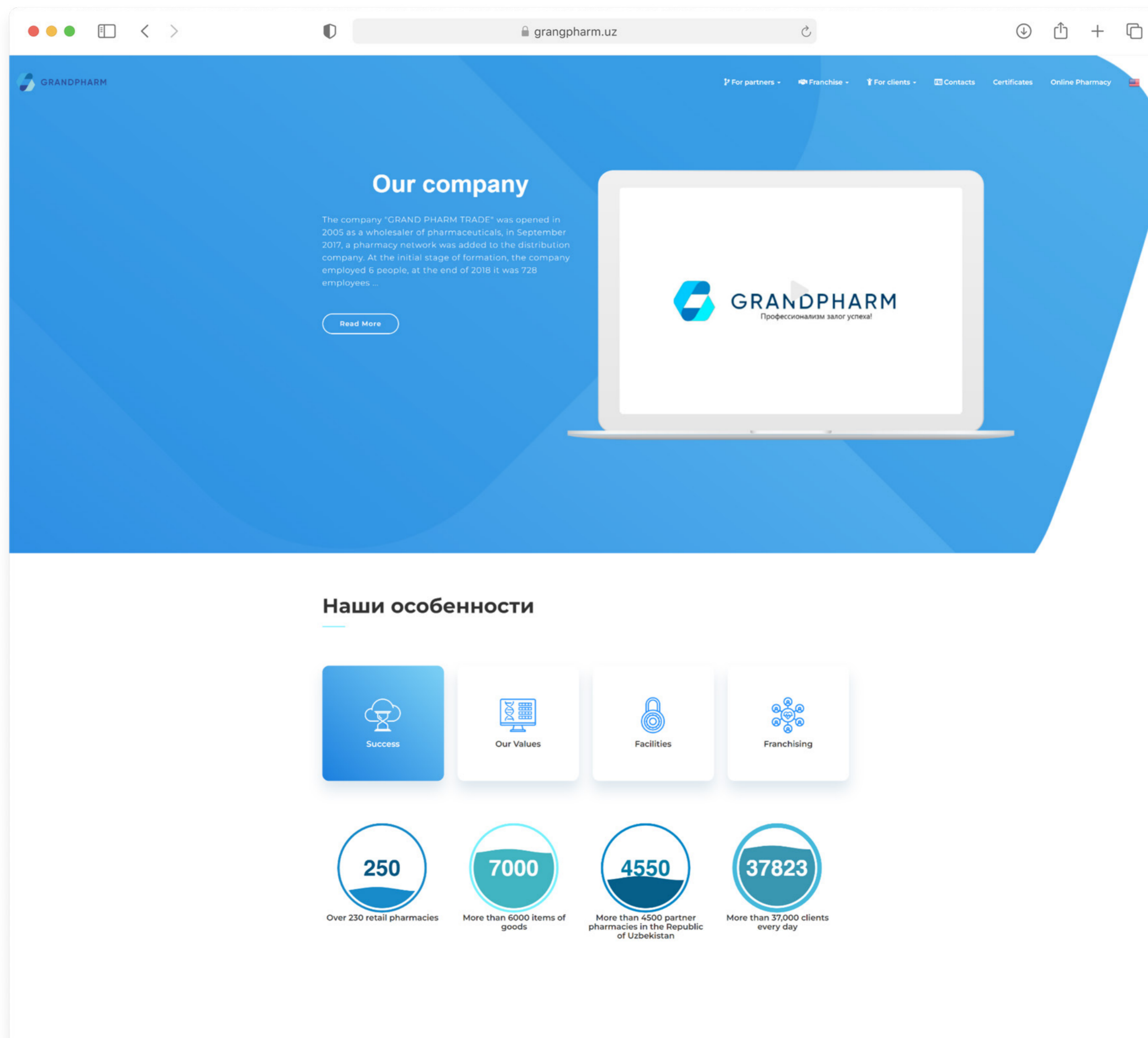
Go to the website



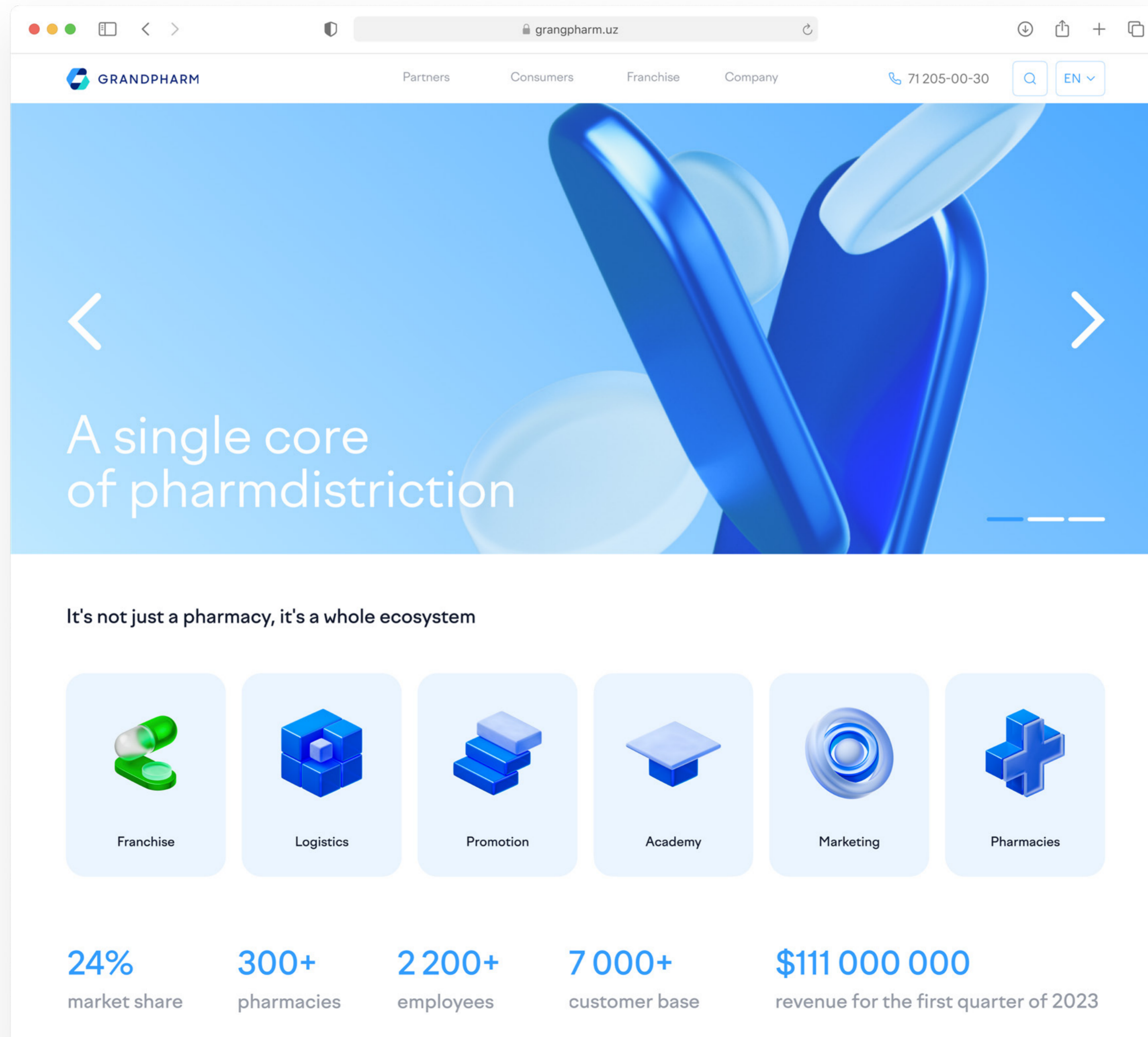
Go to project website



# Before



# After



## Challenge:

The GRANDPHARM holding website was totally obsolete, with its chaotic logic, so it did not give the opportunity to understand the whole scale of the group of companies and misled users (as visitors to the site) when searching for the necessary information. The structure of the company was also unclear and did not allow full familiarity with the abundance of projects.

## Solution:

GRANDPHARM is the market leader in pharmaceutical distribution. Dozens of world-renowned customers, hundreds of thousands of consumers across the country and franchise holders want to receive accurate and optimized information. To strengthen the leading position in the pharmaceutical market of the country, as well as structurally and concisely inform users about the company, it was decided to upgrade the holding site, having worked out the logic and user path, and making the design more adaptive and understandable.

## Our Features

Success	Our Values	Facilities	Franchising
Over 230 retail pharmacies	More than 6000 items of goods	More than 4500 partner pharmacies in the Republic of Uzbekistan	More than 37,000 clients every day

## It's not just a pharmacy, it's a whole ecosystem

Franchise	Logistics	Promotion	Academy	Marketing	Pharmacies
24%	300+	2 200+	7 000+	\$111 000 000	
market share	pharmacies	employees	customer base	revenue for the first quarter of 2023	

## Results:

We conducted a full audit of the holding's structure, forming a clear hierarchy of divisions, directories and subsidiary projects. The clear structure will enhance website usability and make it more visited and used. Each project and activity of the company became a distinct and separate unit. We have abandoned the usual filling of the site with diverse photos in favor of modern 3D-icons and motion-design that accurately reflects the specifics of each page.



## Results:

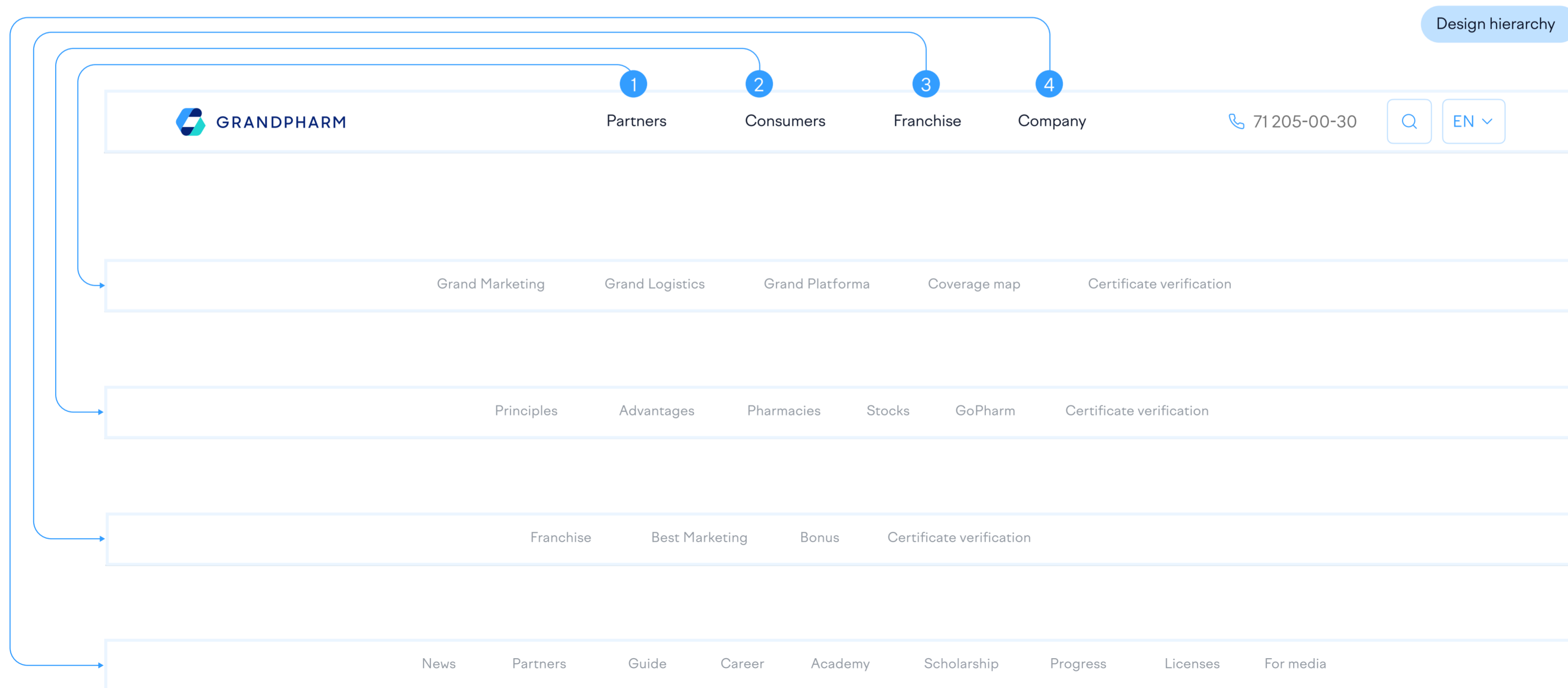
We divided the target audience of the site into four groups — partners, owners or future owners of the franchise, consumers, other companies.

Dedicated products are the most important for all users, as well as consistently generate traffic.

We have ensured that each page contains one of the targeted actions: a request for feedback, the ability to download the application or see the news.

We have optimized the drug search system, which is now possible by identifying the user's geolocation.

One of the most important features of the site is the ability to check the certificates of the drug and to verify its reliability.



## Partners pages illustrations



Grand Marketing



Grand Logistics

## Consumers pages illustrations



Principles



Advantages



Pharmacies



Grand Platforma



Coverage map



Stocks



GoPharm



Certificate verification

## Company pages illustrations



Career



Academy



Scholarship



Progress

## Franchise pages illustrations



Franchise



Best Marketing



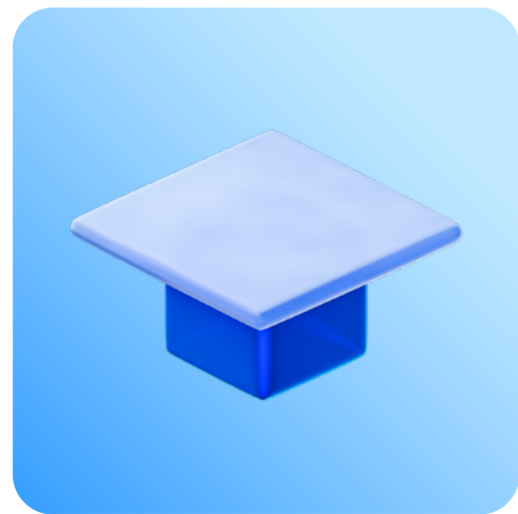
Bonus



Best Marketing (career)



## Additional illustrations



### Fonts and colors

Accent Num  
**Factor A /85**

Main headlines  
**Factor A /64**  
**Factor A /54**  
**Factor A /40**  
**Factor A /24**

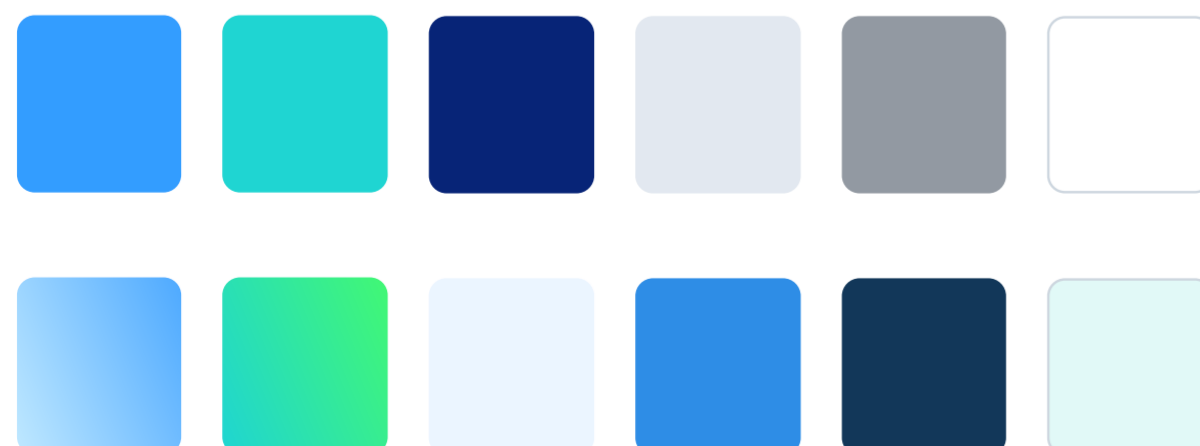
Caption  
FACTOR A / 13-15%

Button  
Factor A 16

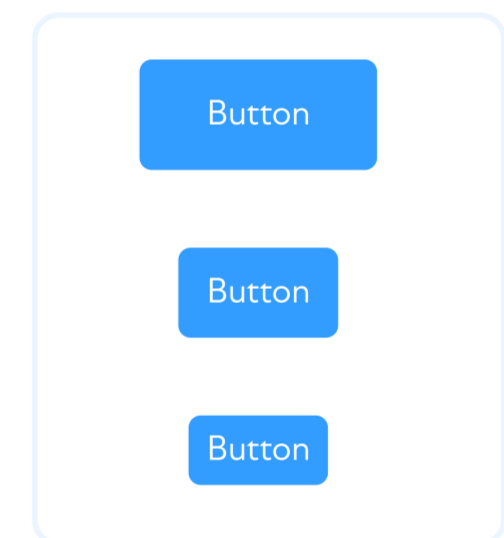
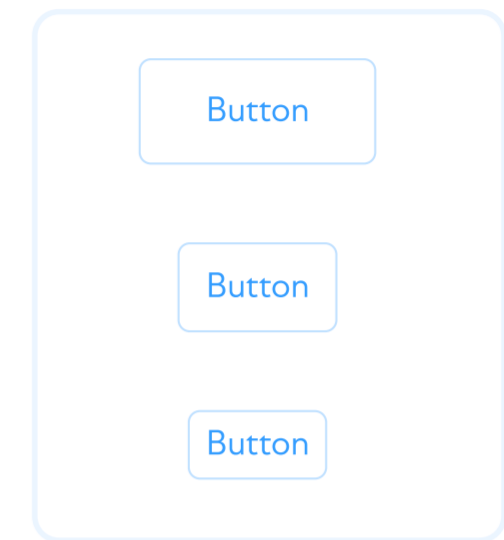
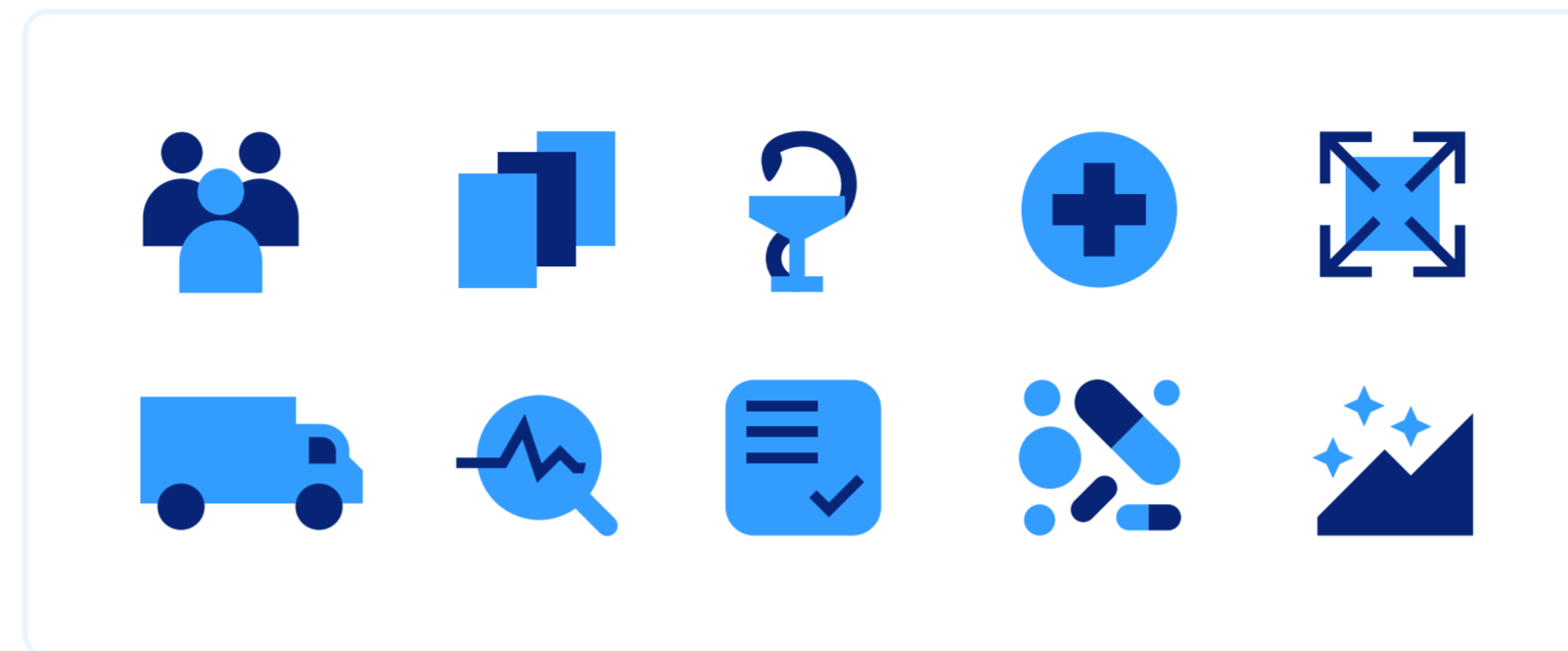
Base line text  
Factor A / 16

Roboto /16    Roboto /11

Base caption  
FACTOR A 13



### Icons and components



**Do you want to cooperate?**

Leave a request and we will contact you

Sending data confirms your agreement with the terms of transmission and processing of information.

Name

Phone number

Category

Send

Search

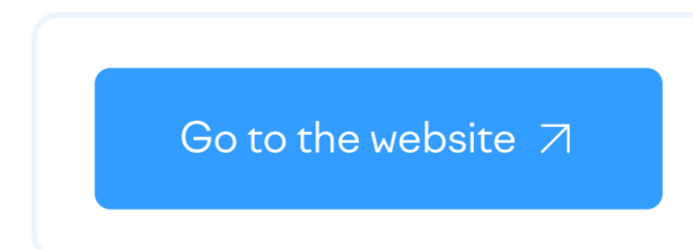
Add a phone number

+998 93 | I

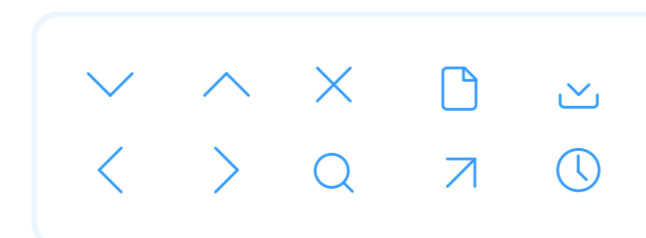
+99998 93 570 69 13

Invalid number format

+998 93 570 69 13

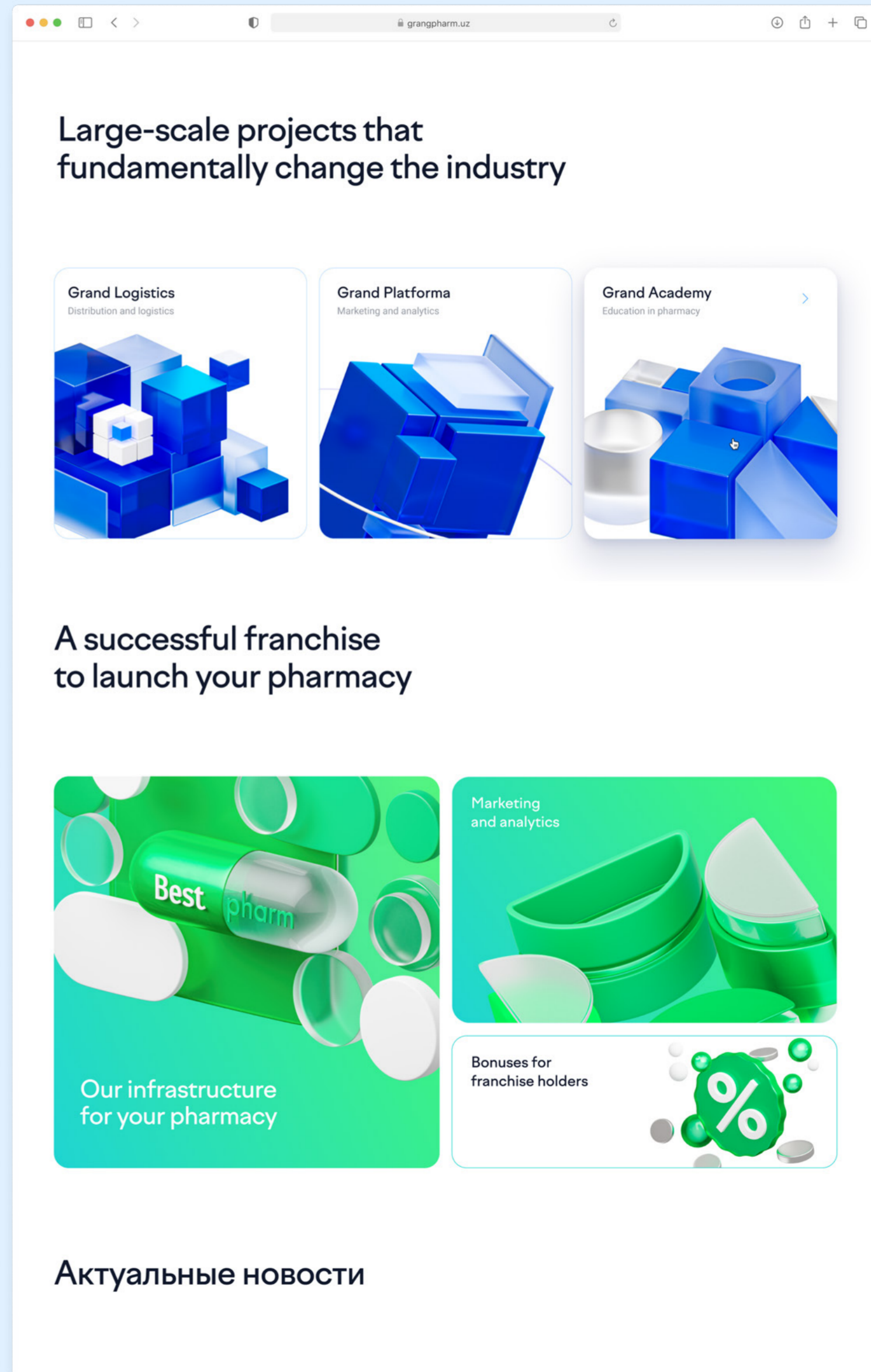


Search

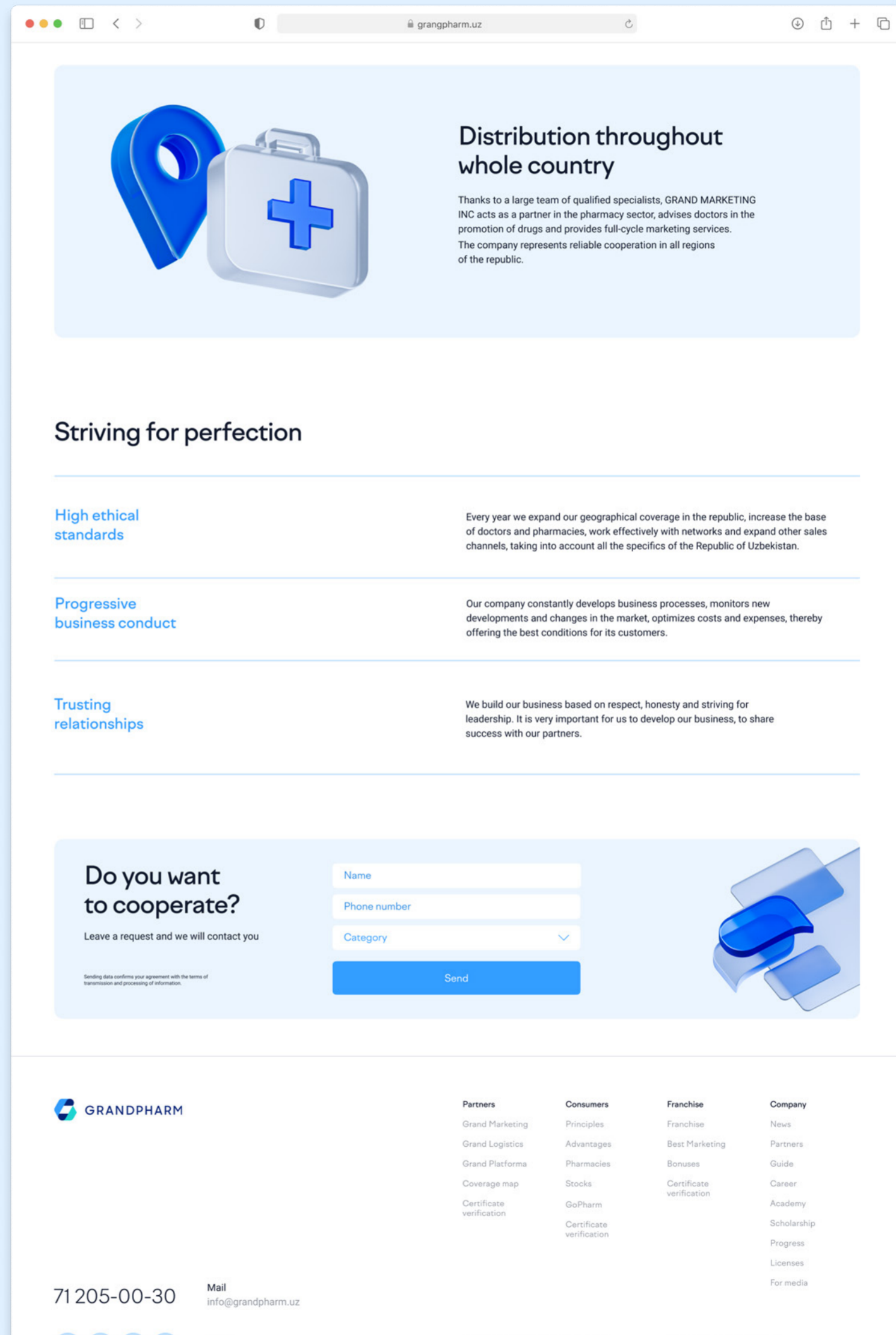
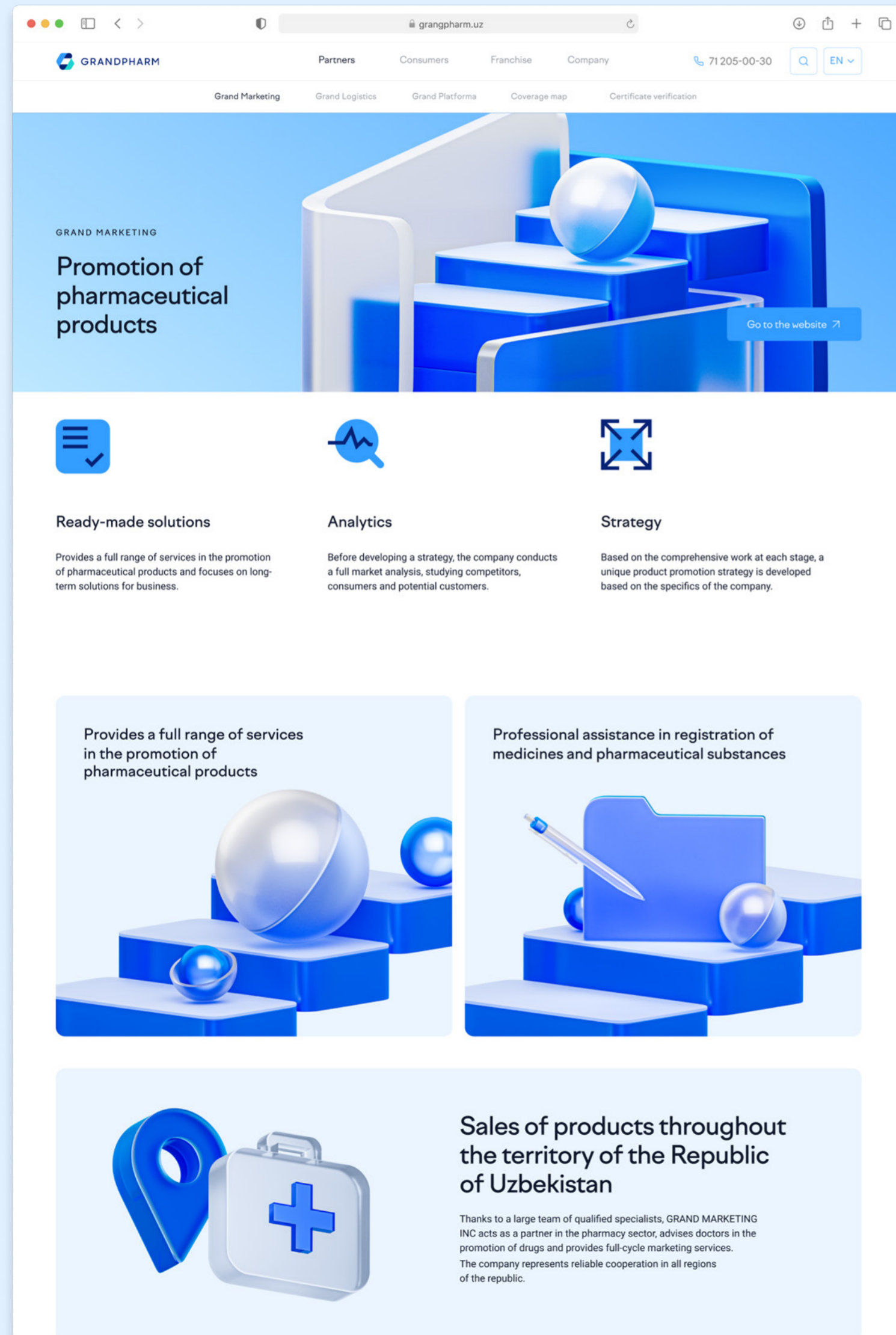


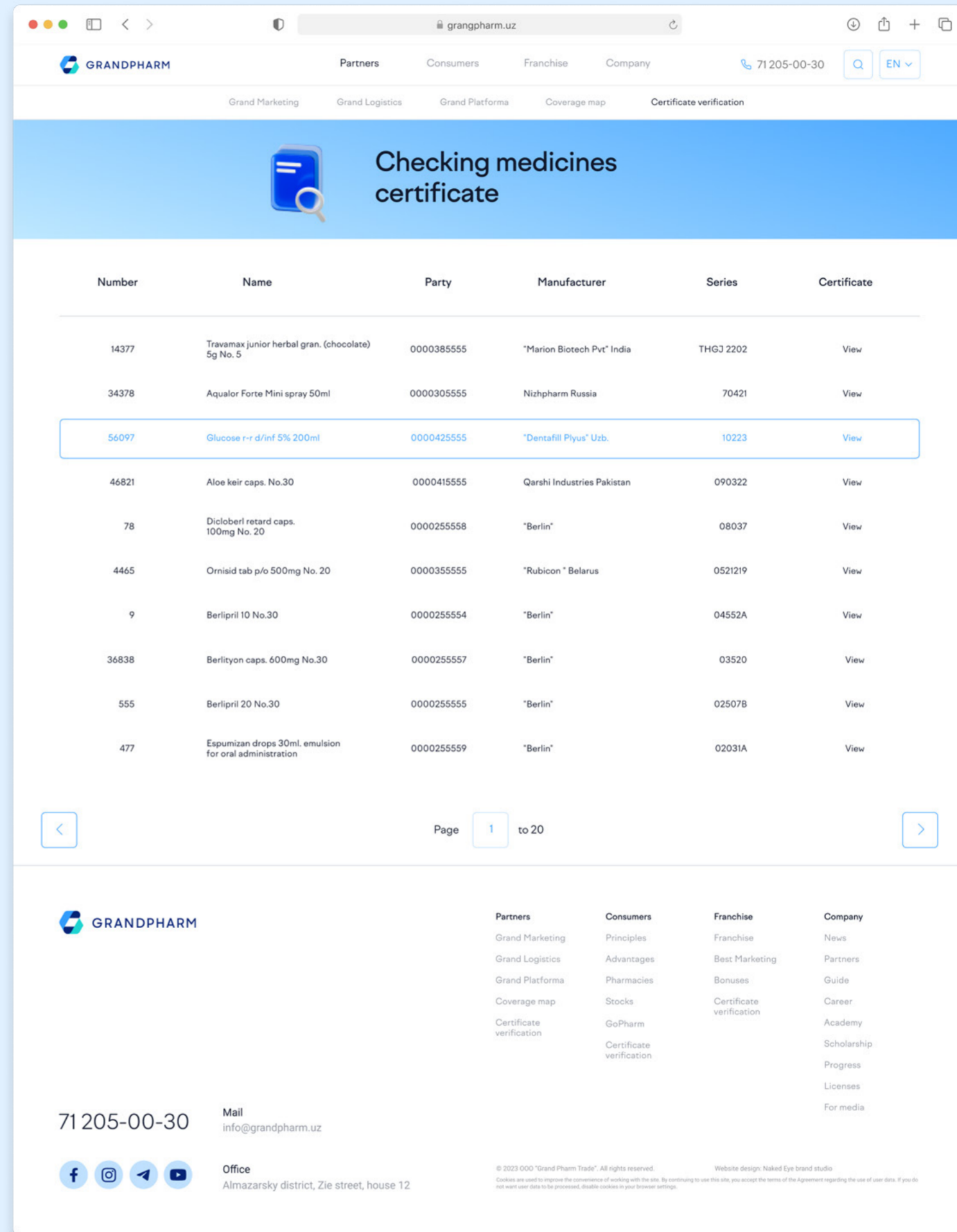
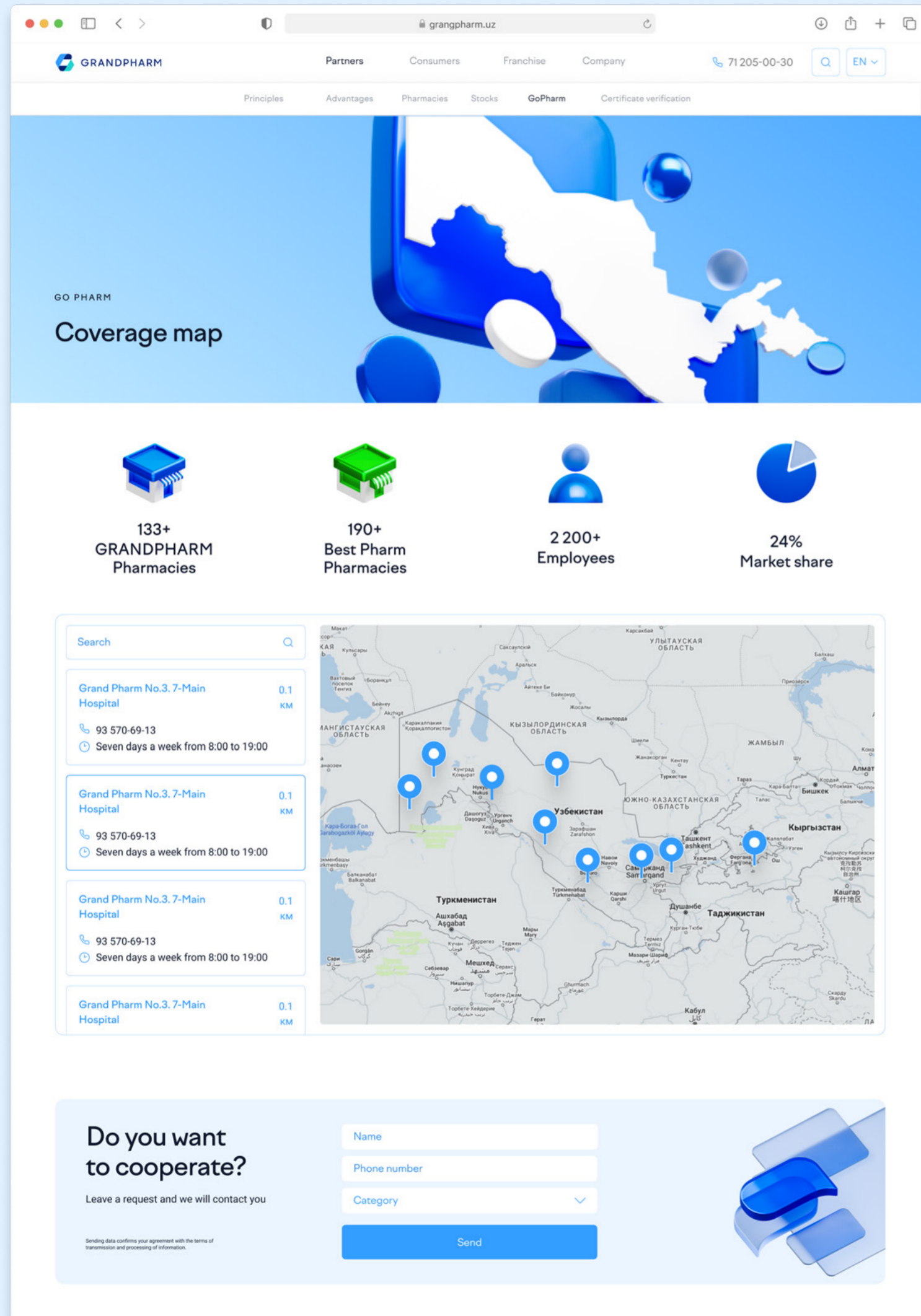
Professionalism  
is the result  
of responsibility

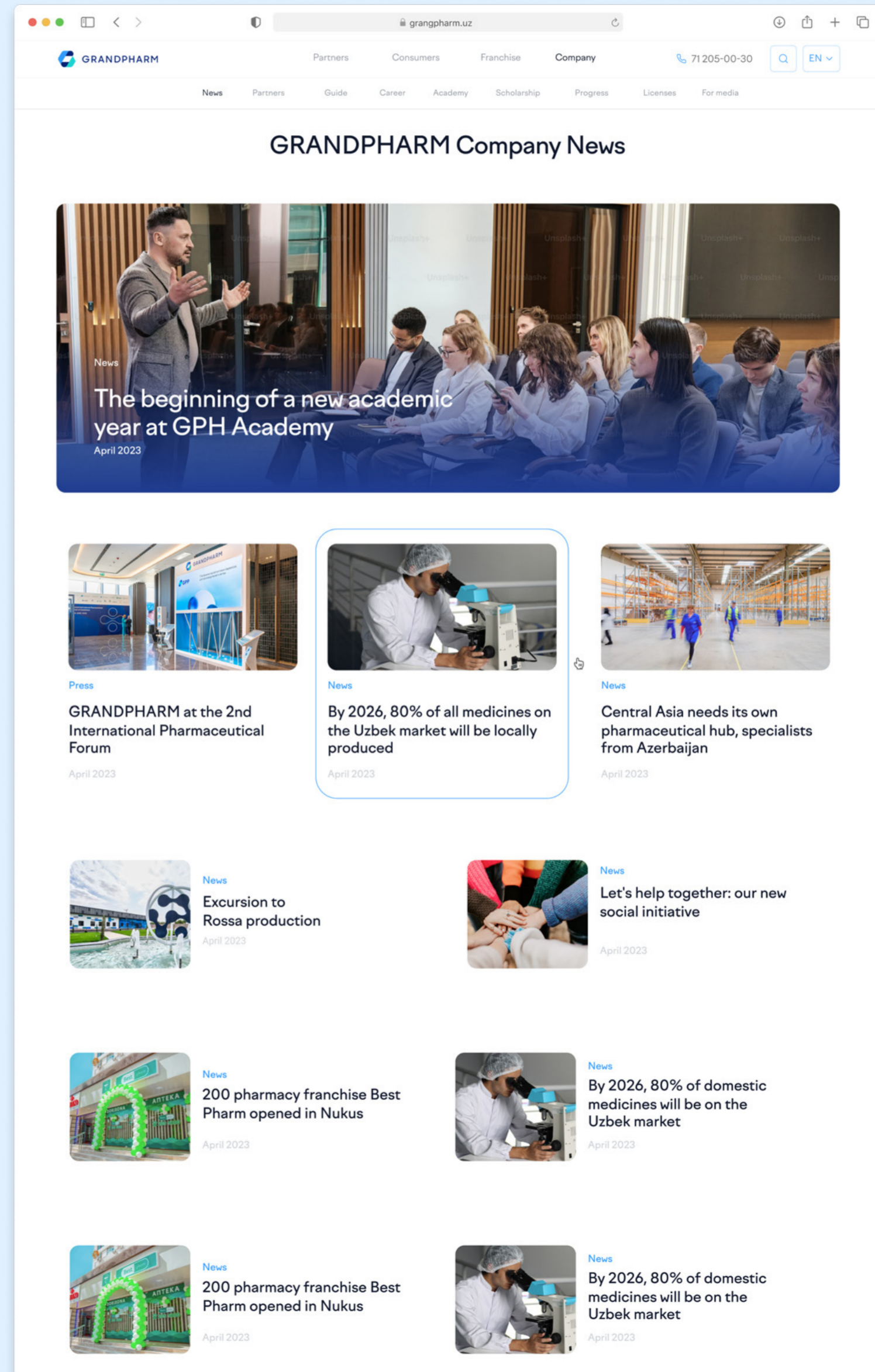
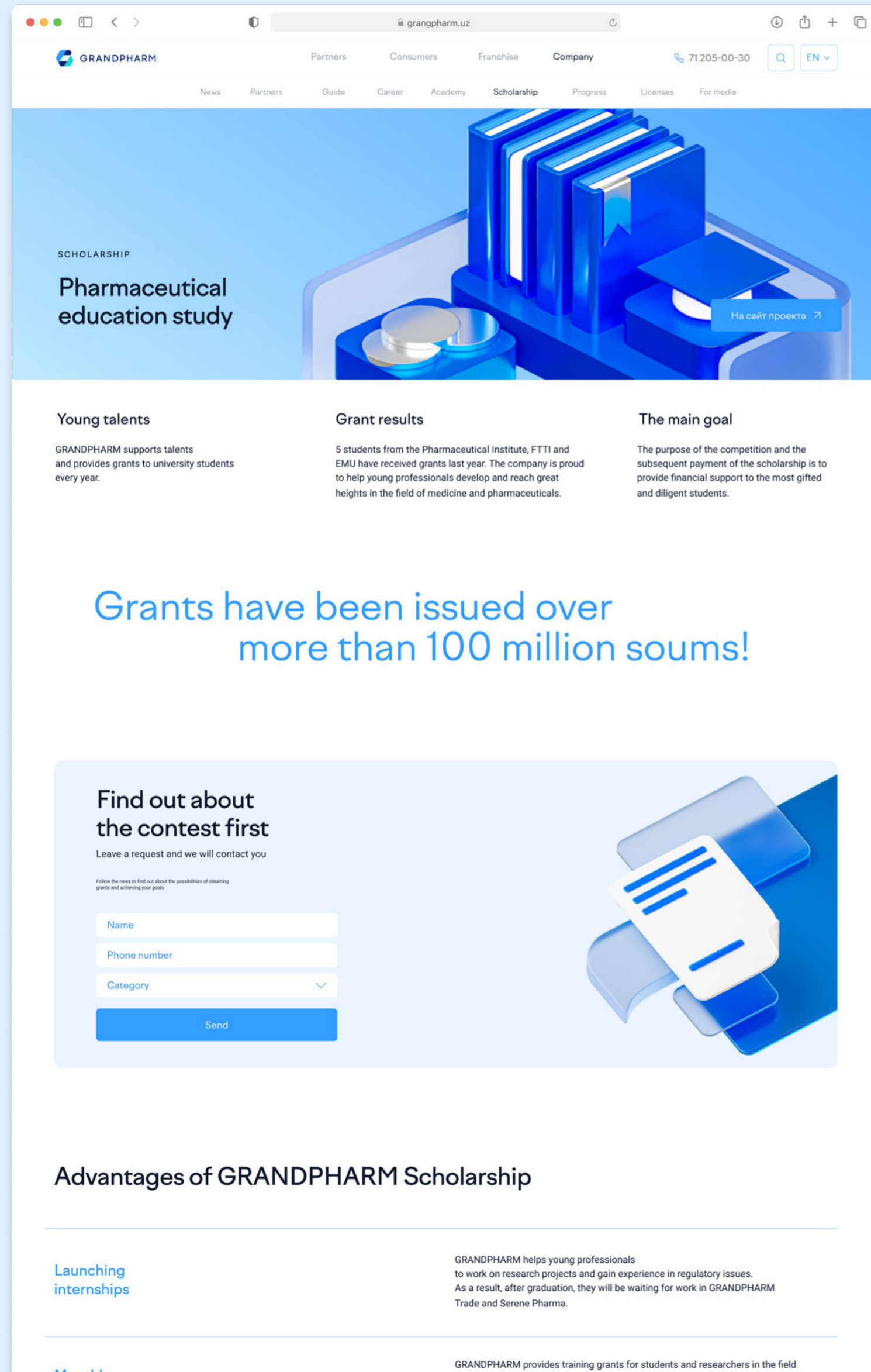






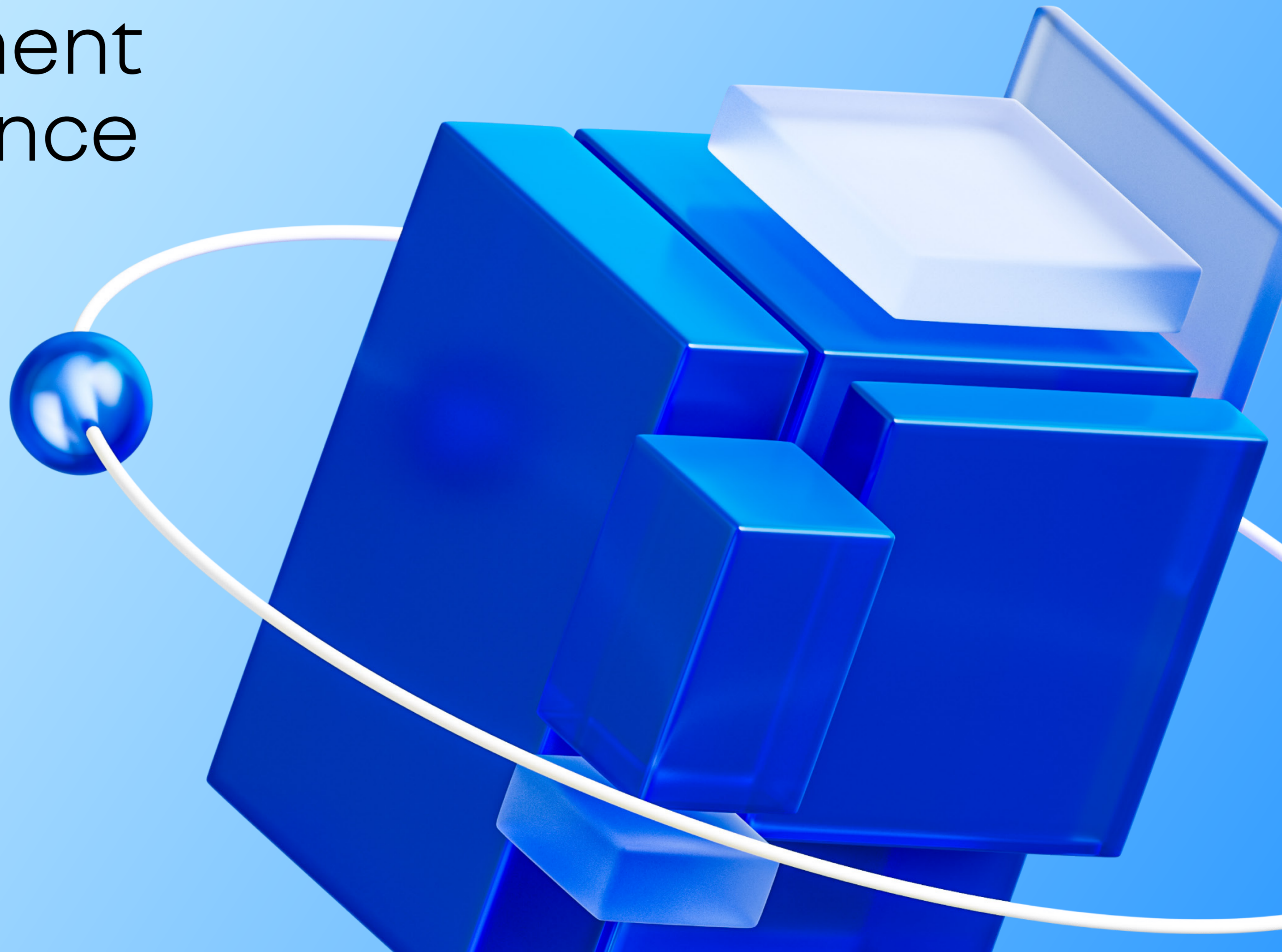










# Commitment to excellence




GRAND LOGISTICS

## The first pharmaceutical hub

[Go to the website ↗](#)






### The first and only Class-A pharmaceutical center

Main warehouses

**68 000 M<sup>2</sup>**





Area of the territory



 



A single core of pharmdistribution

It's not just a pharmacy, it's a whole ecosystem


-   
Franchise
-   
Logistics
- 
- 



 



GRAND MARKETING

## Promotion of pharmaceutical products

[Go to the website ↗](#)




-   
**Ready-made solutions**  
Provides a full range of services in the promotion of pharmaceutical products and focuses on long-term solutions for business.
-   
**Analytics**  
Before developing a strategy, the company conducts a



 

BEST MARKETING

### Marketing research for sales of drugs

[Go to the website ↗](#)






 

BEST PHARM

### Whole country coverage by pharmacy franchise


[Go to the website ↗](#)




 

BONUSES


### Unique offers to franchise partners



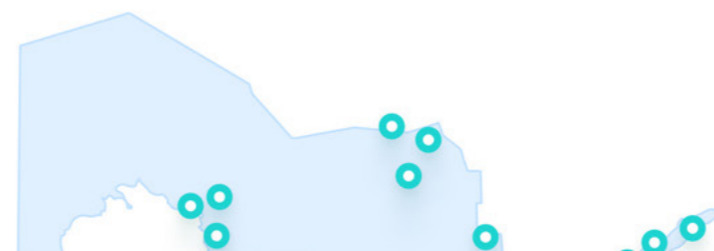
Analyzing the market



We predict requests



<b>+85</b> Types of goods	<b>+2000</b> Successful cases
<b>80 млн.</b> Minimum threshold	<b>+500</b> Profitable locations



Month of product promotions "STADA"

June 20

71 205-00-30
EN ▾

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**Partners**
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- Grand Marketing
- Grand Logistics
- Grand Platforma
- Coverage map
- Certificate verification

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**Consumers**
▾

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**Franchise**
▾

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**Company**
▾

GRANDPHARM

GO PHARM

## Application for the purchase of medicines

Go to the website

### The idea of the application

The main thing is to develop and implement an application with affordable delivery of medicines for all segments of the population, choosing distribution partners with an impeccable reputation and affordable prices.

### Development plan

In the conditions of a megalopolis and traffic jams, the ideal solution was the choice of scooters for delivery. Later they will be supplemented by a fleet of vehicles electric cars in accordance with the eco-friendly concept of the holding.

GRANDPHARM

## Checking medicines certificate

### List of certificates

**Travamax junior herbal gran. (chocolate) 5g No. 5** ⋮

Number	14377
Party	0000385555
Manufacturer	"Marion Biotech Pvt" India
Series	THGJ 2202

**Aqualor Forte Mini spray 50ml** ⋮

Number	34378
Party	0000305555
Manufacturer	Nizhpharm Russia
Series	70421

**Glucose r-r d/inf 5% 200ml** ⋮

Number	56097
Party	0000425555
Manufacturer	"Dentafill Plyus" Uzb.
Series	10223

# Thanks

2023