

## SWOT ANALYSIS ON RETAIL MEDICAL TRADE

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### ABSTRACT

In ancient India the sources of drugs were of vegetable, animal and mineral origin. They were prepared empirically by few experienced persons. Knowledge of that medical system was usually kept secret within a family. There were no scientific methods of standardization of drugs. But now-a-days, pharmacy field developed to an extent and improved in many ways. The researcher researched the problems faced by the retail medical stores in many ways and suggested some points to recover from the problems.

**KEYWORDS:** Medical Stores, Pharmaceutical Companies, Indian Medicines