

CREATING AN ONLINE SHOP

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Introduction

The main purpose of the project is to build an online shop and all what that entails, from choosing the best platform to create the site to promoting it on social media in order to have a profitable number of clients. In my case, I have built the webpage and online shop of the pharmacy of my town, *La Nova Farmàcia*, and I have also linked it to different Google platforms for business, as well as Instagram, Facebook and WhatsApp products' catalogue. However, before doing all that I had to study the pharmaceutical market in order to see if it was profitable to build the site.

Hypothesis

The creation of an online shop for the pharmacy of my town, *La Nova Farmàcia*, is really profitable as it will make it more accessible to all types of public.

Objectives

Developing a site and an online shop	Choosing the right platform to build the site and online shop as well as understanding every process needed to create it
Increasing sale opportunities	Studying the market to see what we really need in our site and how to display it Refresh and give a new of the image of the pharmacy to bring it closer to young public
Incorporating and using marketing techniques	Become familiar with SEO tools and using them for the site as well as other marketing techniques

Methodology

To develop this project, as starting point, information is gathered to set the purpose, main goals and target audience of the online shop. Then, the site is developed using WordPress.org with the method of *Trial and Error*, fundamental method of problem-solving. Finally, the website is launched and promoted through different channels, as well as a five-year forecast of sales is made.

This project presents two main parts, one theoretical and the other practical. Firstly, the hypothesis is considered, then the project is planned with a Gantt Chart taking into account what needed to be done and how much time I had. After that there is the theoretical part, which is also divided in three more parts: information gathering (studying the pharmaceutical market), information analysis (evaluating if it is worthy to build the site and what products should be available) and conclusions. The second part, the practical one, consists in starting to build the online shop (covering the necessities found in the theoretical part). This involves making the online store, advertising it through social networks and using SEO marketing techniques. Therefore, through an omni-channel strategy a synergy is created between the customer, the online store, the physical pharmacy and different social media.

Results

The conclusions of the study of the theoretical part resulted in the creation of the online shop. In consequence, once the website has been running (www.lanovafarmacia.com), we have had certain purchases of a higher total amount than the normal shopping cart at the physical pharmacy (more than 60 € per purchase). In addition, the omni-channel strategy used has brought new clients to the pharmacy as well as those young people who do not longer leave in town (which was one of the main purposes).

Conclusions

All in all, I could summarise my project with the following sentence: I have learned a lot; that it is, I have learned about hosting services, domains, WordPress, SEO tools, pharmacies, medicine, marketing, among many other things.

Over these months, I could have never imagined all what I have been able to accomplish. But you know the saying, every little makes a mickle, and step by step and with the help of the people that surrounded me I have been able to develop the online store. However, I have suffered a bit, especially when my old hosting was not working and I had to migrate it into a new one, but every effort has its rewards.

Thanks to this project, I have discovered a new passion which is computing and pharmacy and who knows what I will study in the future.

It has also been amazing to discover the pharmacy industry because there is much more than just selling the pill that the doctor prescribed.

I am extremely grateful to everyone I have met during this project, from the people that explained to me how the marketing in pharmacy works to the specialists in webpages.

And if you ask me, yes, I would do it over and over again because it has been an exceptional experience.

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