



Generika

drugstore

an  ACHealth company

Franchise with us TODAY!

**Iparamdam ang
Ginhawang Generika
sa ating komunidad!**

Join us in empowering communities by upholding
the promise of Ginhawa.

Generika Drugstore is a pioneering advocate and champion of
quality and affordable generic medicines in the pharma retail space
and a subsidiary of Ayala Healthcare Holdings Inc. (AC Health).



Ginhawang Generika.

Randam ang Gaan



Ginhawa sa Balsa

- As much as **85% savings** compared to branded medicines
- With an exclusive line of products:



Ginhawa sa Plus Services

- Free Blood Pressure Monitoring
- Affordable FBS (Fasting Blood Sugar) Test and RBS (Random Blood Sugar) Test
- Scheduled Basic Diagnostic Services with Mobile Laboratory Partners
- Scheduled Libreng Konsulta with Partner Doctors
- Gamot Guide
- MedPadala (Electronic Gift Certificate)
- GeneriKard (Loyalty Card)



Ginhawa sa Katuwang

- Friendly and knowledgeable pharmacists

Generika Drugstore is the perfect opportunity for you!

We provide comprehensive support, extensive training, and a well-established brand reputation. Our experienced team will be with you every step of the way, ensuring your success as our franchisee.



Why franchise with Generika Drugstore?



ACHealth
An Ayala Company

- Generika Drugstore is a subsidiary of Ayala Healthcare Holdings Inc. (AC Health), backed by one of the biggest and leading conglomerates in the country, the Ayala Corporation since 2015.



- Founded in 2003, Generika Drugstore is a pioneering advocate and champion of generic medicines in the pharma retail space.



- We offer a comprehensive range of products with over 2,000 SKUs to ensure that our customers have access to high-quality, affordable medications for their healthcare needs.



- Our proven business model ensures your franchise's long-term profitability and sustainability.



- We provide comprehensive training and ongoing support to ensure a successful franchise.



Become our partner today and grow with us!

Get a great return on your investment in a franchise that empowers communities to take care of their health.

Estimated Investment Cost

**Renovation and signage
(for a 25 sqm store)** **P400,000.00**

**Generika POS Package
(Retail Expert)** **P125,000.00**
waived

Equipment **P124,000.00**

(aircon, electric fan, CCTV, vault, refrigerator, emergency light and fire extinguisher)

P649,000.00

Franchise Fee **P150,000.00**

Total CAPEX **P799,000.00**

*The prices listed are only approximations and may change without prior notice.

*To help facilitate the franchisee, the franchisor will defer the payment of the initial stocks to lessen the initial cash outlay.



Frequently Asked Questions (FAQs):

1. What is the Vision - Mission of Generika Drugstore?

Aligned with Ayala Corporation's commitment to national development, and to AC Health's goal of improving healthcare for all, Generika Drugstore remains true to its founding mission-vision of providing access to quality and affordable generic medicines and basic healthcare services.

2. When do I get my initial investment (return on investment)?

Several factors affect the return on investment, including managing the store and its sales, and the ability of the franchisee to control and manage the operating expenses. Ideally, the estimated payback is 2 ½ to 3 years.

3. Who chooses the location?

The franchise applicant may propose a site. Our Network Development Team will assess this for feasibility. Otherwise, the team can offer a pipeline of locations to the franchise applicant for approval.

4. Is there a standard store design?

The franchisor provides the standard store design, layout, and other requirements to achieve a one-store experience for our customers across our network.

5. What are the space requirements for a Generika Drugstore?

We recommend seeking a location with the following:

- High foot traffic and good visibility
- Located at the ground floor
- Near landmarks, terminals, hospitals and leading establishments
- 15-25 sqm., with minimum 3 meters frontage
- Not prone to flooding and no security risk
- Rental fee below P20k

6. Who will hire the whole store team members?

The franchisee is responsible for hiring the store frontliners. One (1) Generika Drugstore requires one (1) Pharmacist and two to three (2 to 3) Pharmacy Assistants depending on the store size.

7. Is there a training program provided?

A core training program will be provided to the franchisees and their respective store teams.

8. Who supplies the medicines?

The franchisor will source and procure the products for sale by the stores.

9. What qualities make an ideal and successful franchisee?

You can make your mark in the retail drugstore industry if you are:

- Financially equipped to sustain a thriving franchise
- Sharing the same values and advocacy with Generika Drugstore
- Eager to expand your horizons by managing multiple branches
- A hands-on leader, adept at driving success and achieving goals
- Can adhere to regulatory compliance



Visit our website: www.generika.com.ph



Be part of a fast-growing business nationwide. Start your franchise today!

For inquiries, contact us at: franchising@generika.com.ph

(02) 8828-1818 (loc 144)

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