



## E-COMMERCE AND DRUGS

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### ABSTRACT

*E-commerce is buying and selling goods and services over the Internet. By the help of the flexibility offered by computer networks and the availability of the Internet, E-commerce develops on traditional commerce. E-commerce creates new opportunities for performing profitable activities online. It endorses collaboration between different groups: businesses sharing information to improve customer relations; companies working together to design and build new products/services; or multinational company sharing information for a major marketing campaign. Marketing, retailers, banks, insurance, government, training, online publishing, travel industries are some of the main recipients of e-commerce. In recent years Internet pharmacies have become an increasingly more popular component of the pharmaceutical supply chain as alternatives to the conventional bricks-and-mortar pharmacies. Drugstore.com and CVS.com also enter, refill and sell new drugs and vitamins and other health and beauty products online. www.drugstore.com, www.cvs.com, Amazon.com provides access to books, music, CDs, electronics, software, toys, video games, prescription drugs, and much more electronically. There are a number of active differences between Internet pharmacies and conventional pharmacies. Since Internet pharmacies can potentially operate anonymously through the Internet, they have the potential of presenting consumers with safety risks (some of which could be potentially life-threatening) compared to conventional pharmacies. In view of this, the safety concerns related to Internet pharmacies can be reduced to the same level as those related to conventional pharmacies by making Internet purchases through authorized internet pharmacies. Research shows that online shopping of drugs is disrupting the classic method of supply chain but it can be controlled by calculating the demand of the medicines market & the distribute /split it via online (buying through internet) & offline (buying through stores) channels so that both get fair*

*chance. The Government should control the amount of business that would be able to do in a particular time period also no harm in buying medicine lines if the process of buying runs smoothly but in a balanced manner.*

**KEYWORDS:** *Internet pharmacies, e-commerce, traditional pharmacies, controlled expansion.*