

buyer that company and medical segment has, medical segment also provides the supply chain services and consultancy; supply chain services include management of inventory to overseas and domestic clients (Cardinal Health, 2013).

The diversity of products and services in pharmaceutical segment of target market increases, as this is the segment with huge and diverse number of customers. Cardinal Health has the idea of the importance of this customer database, and wants to provide the products of premium quality within limited cost and price to this type of segment. This is the reason that Cardinal Health became the initiator of nuclear and cyclotron pharmacies, which use the nuclear substances to improve the health life of the individuals of the society with a revolution in the health industry.

There are many ways and channels through which company distributes its services and products to the customers of pharmaceutical segment; some of the major channels are retailers, over the counter, and other small sellers. The business of pharmacy of the company is majorly spread in Puerto Rico and U.S. The external distribution networks keeps their own profits while selling it to the end consumers, therefore company has employed the services of different drug stores and mass merchandisers. Pharmaceutical segment does not only involves in selling the products to the end consumers through retailers and merchandisers, but it is also provides the consultancy and other services, like inventory management to the retailers and other manufacturers of similar type of products (Cardinal Health, 2013).

Cardinal Health has three major categories of product and services, namely health care services, pharmacies, and last is manufacturing and supplying of health related products. Actually, these three acts as a separate business unit for Cardinal Health and it has further