

Category Management

Category management is the science of ranging, displaying and selling the most effective range of products in each retail category.

It involves product selection, pricing, promotional displays and signage – and when it is done well it makes the instore retail experience easier and more satisfying for customers.

Follow these steps to improve your retail category management:

1. Identify your retail categories (= Tonic “Groups” or RxOne “Classes”) and sub-categories (= Tonic “Departments” or RxOne “Groups”).
2. Select the best sellers for each “customer need” (Sub-category) plus 1 or 2 alternatives.
3. Allocate the right space and the right locations for each category.
4. Merchandise your product range with the right number of facings of the top sellers at eye-level.
5. Ensure every category has clear signage.

Not every pharmacy stocks every category – for example medical centre pharmacies don’t need fragrances, cosmetics or gifts.... So knowing your market and getting your product strategy right is the first step towards rationalising your product range and maximising your retail results!

Get in touch if you would like the RPM team to assist you with the process of how to update your POS system Categories and Sub-categories.

We have a Pharmacy Merchandising service – where our consultants come in and put in place an optimal layout and planograms in your pharmacy.

For more information – contact us:

support@rpmretail.com or 03 3777615

Pharmacy Category Tree

Digestive Care	Constipation
	Detox
	Diarrhoea
	Digestive Care
	Fibre Laxatives
	Haemorrhoids
	Healthy Bacteria
	Indigestion
	Rehydration
	Travel
	Worms

Health Supplements	Brain & Memory
	Energy
	Healthy Heart
	High Cholesterol
	Homeopathy
	Immune Boost
	Magnesium
	Mens Nutrition
	Multis & Antioxidants
	Omega 3 Oils
	Sleep
	Sports Nutrition
	Stress
	Superfoods
	Turmeric
	Vision
	Vitamin C

Womens Health	Calcium
	Collagen
	Contraception
	Healthy Oils
	Iron
	Kidney & Bladder
	Menopause
	Period Pain
	Personal Lubricants
	Pregnancy
	Pregnancy Tests
	Sanitary
	Skin, Hair & Nails
	Thrush
	Womens Nutrition

Weight Management	Appetite Suppressants
	Blood Sugar
	Meal Replacements
	Protein

Joint Care	Arnica
	Anti-inflammatory
	Heat Rubs
	Joint Nutrition
	Muscle Pain
	Wheat Bags

Pain Relief	Anti-inflammatories
	Anti-inflammatory Gel
	Aspirin
	Childrens Pain & Fever
	Migraine
	Pain Relief
	Strong Pain Relief

Coughs & Colds	Chesty Cough
	Childrens Cough
	Cold & Flu
	Cold Prevention
	Cough Lozenges
	Dry Cough
	Herbal Cough Mixture
	Lozenges
	Mucus Relief
	Sore Throat Prevention
	Sore Throat
	Throat Sprays & Gargles
	Tissues

Allergies & Sinus	Allergies
	Hayfever
	Nose & Sinus
	Runny Nose
	Snoring

Eye Care	Contact Lens
	Dry Eyes
	Eye Allergies
	Eye Care
	Eye Infections
	Red Eyes

Eyewear	Reading Glasses
	Sunglasses

First Aid	Bandages
	Burns & Scars
	Disinfectants
	First Aid Kits
	First Aid Tape
	Hot & Cold Packs
	Mouth Guards
	Plasters
	Skin Infections
	Sports Nutrition
	Strapping Tape
	Supports
Wound Care	

Foot Care	Athletes Foot
	Corns & Callouses
	Cracked Heels
	Nail Infections
	Smelly Feet
	Sore Feet & Blisters
	Wart Treatment

Home Healthcare	Diagnostic Tests
	Dosage Aids
	Drug Tests
	Ear Care
	Gloves
	Hand Sanitiser
	Hearing Aid Batteries
	Household
	Incontinence
	Masks
	Mobility Aids
	Monitors
	Quit Smoking
Thermometers	

Sleep Services	Sleep equipment
	Sleep Services

Bathroom	Cotton
	Dental Care
	Dentures
	Deodorant
	Depilatory
	Mouth & Gum
	Nail Care
	Shaving

Skin Care	Acne
	Barrier Cream
	Body Wash
	Chafing
	Cold Sores
	Dry Skin
	Franchise Skin Care
	Fungal Infections
	Inflamed Skin
	Itchy Skin & Bites
	Lip Care
	Natural Skin Care
	Skin Healing
Skin Repair	

Sun Care	Insect Repellent
	Self Tan
	Sun Care
	Sun Protection

Cosmetics	Accesssories
	Franchise Cosmetics
	Mineral Makeup

Gifts	

Fragrance	

Photographic	Batteries
	Passport Photos

Baby & Child	Baby Colic
	Baby Constipation
	Baby Feeding
	Baby Skincare
	Baby Teething
Child Nutrition	

Hair Care	Dry, Flakey Scalp
	Hair Care
	Hair Loss
	Hair Styling
	Head Lice

Services / Non-Retail	Rx fees
	Freight & post etc.
	Services

