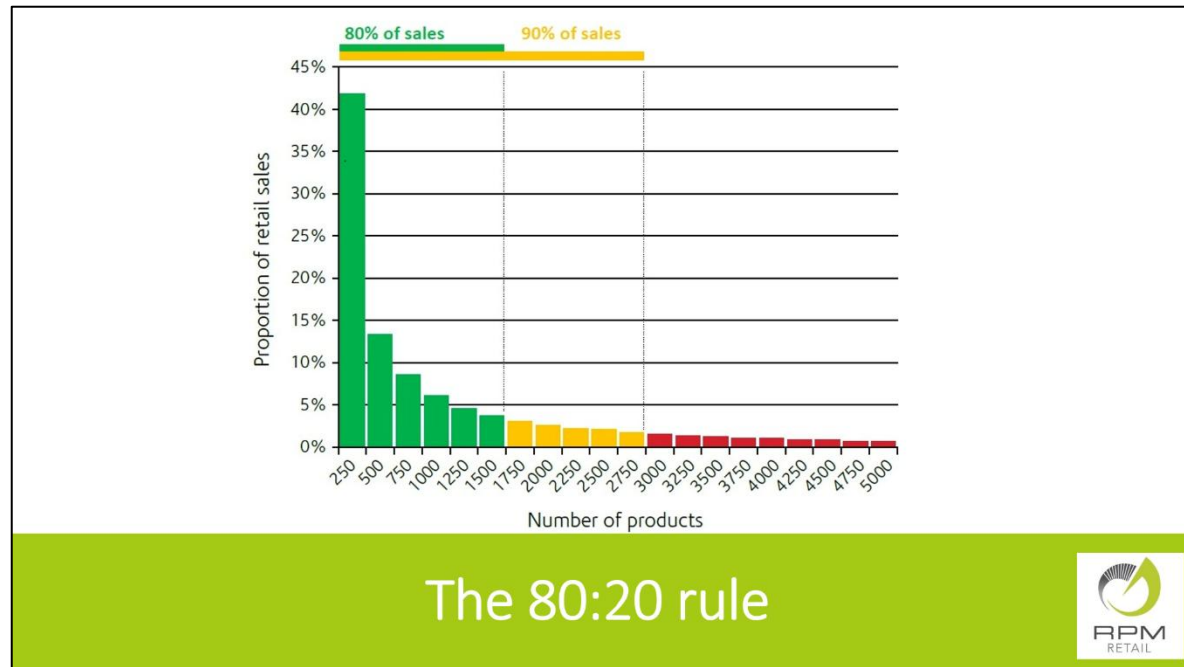


Retail Layout and Planograms

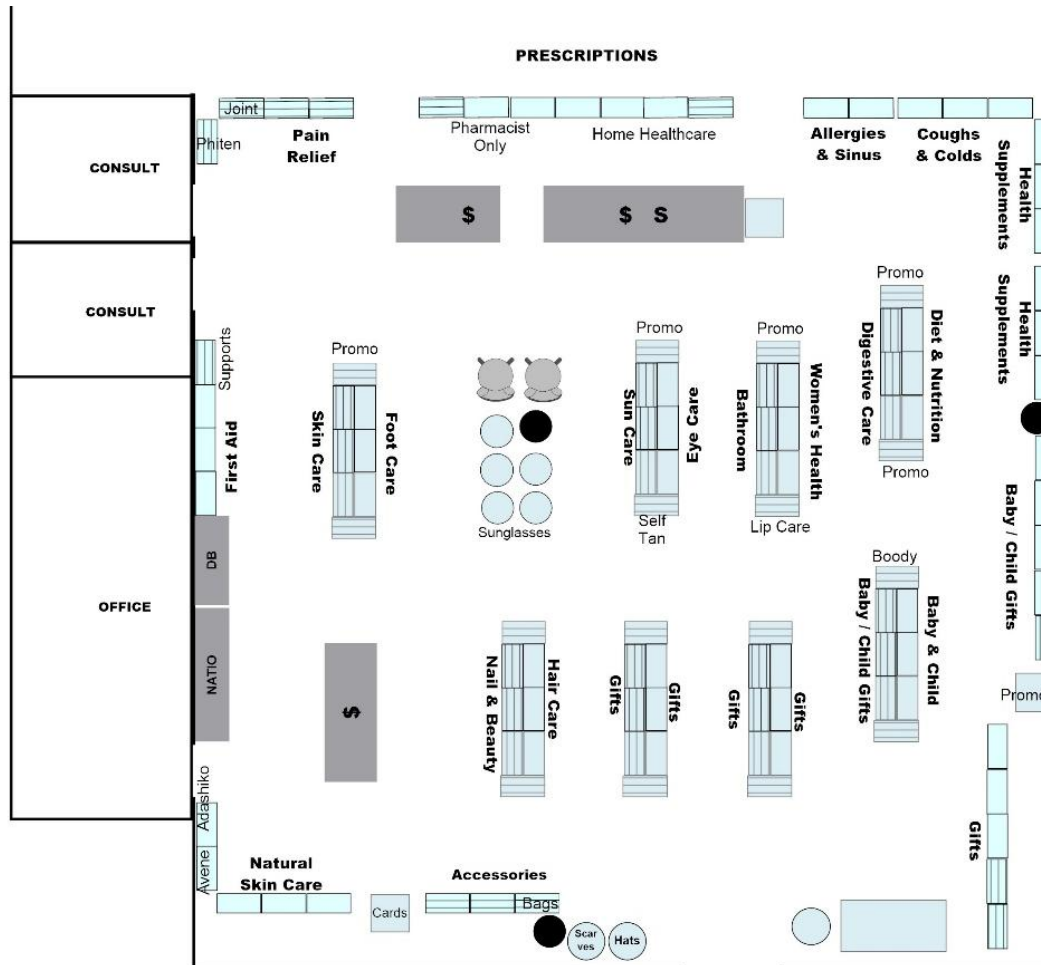
The biggest opportunity for improvement in most pharmacies is to “curate the range” of products that you carry by selecting the ranges and products that are best performing based on their popularity. In pharmacy (as in other retail sectors) the most profitable businesses continuously remove the slow-moving products from their range.



By applying the 80:20 rule and stocking the most popular 3500 products – you will simplify your retail inventory management, improve your buying and profitability, and make the pharmacy more clearly merchandised.

We have found that the key trigger for moving to this more efficient and more profitable model is to prepare a shop layout and planograms – that allocate the appropriate space and position for each category (based on their sales). Our re-merchandising team is available to come instore and put the new planograms in place over several days.

Example of a new shop layout:



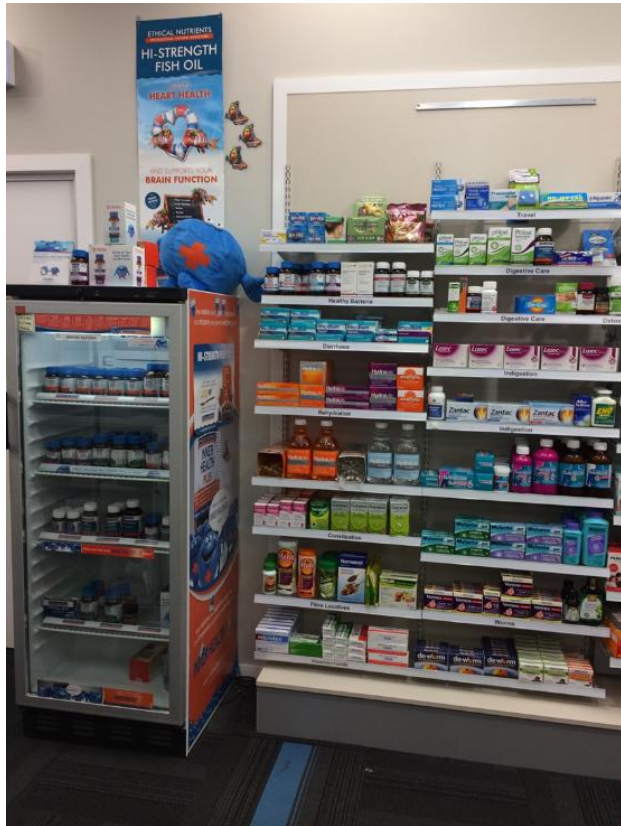
Examples of pharmacies who are following a curated range / specialty retail strategy:

Here are some examples of pharmacies we have worked with who are continuing to increase their retail margins and grow their businesses.

Anglesea Pharmacy - Hamilton



Whitby Pharmacy - Wellington



Clive's Chemist - Wainuiomata



Roslyn Pharmacy - Dunedin



Shackleton's Pharmacy - Kaitaia



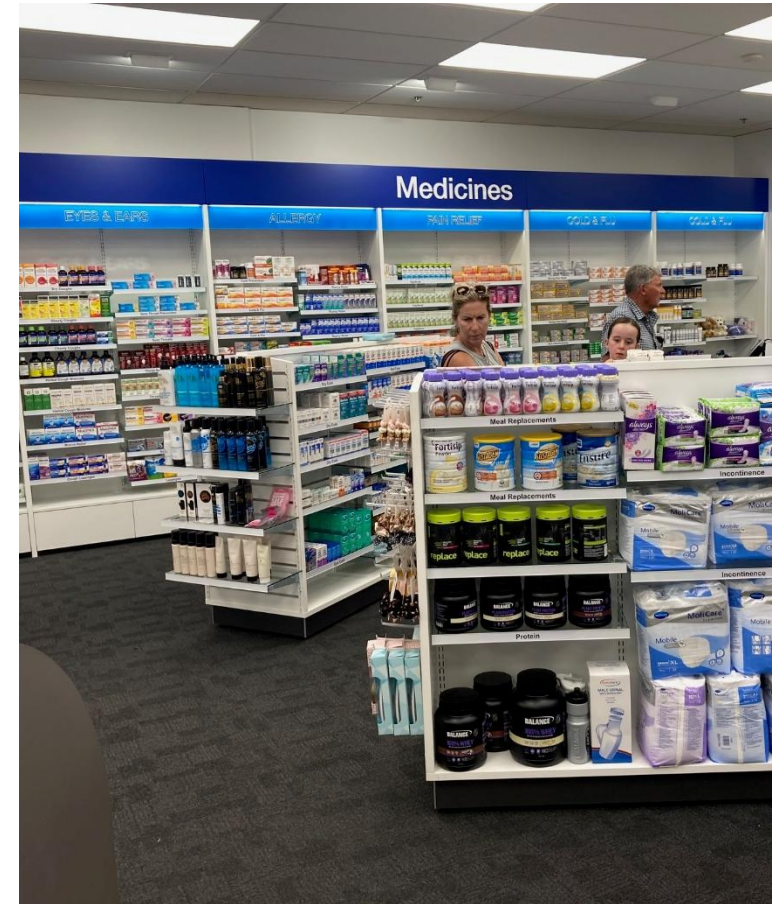
Pharmacy 53 - Gisborne



Pharmacy @ Ferrymead - Christchurch



Napier Balmoral Pharmacy - Napier



Gilmour's Pharmacy – Havelock North



Sumner Pharmacy – Christchurch

