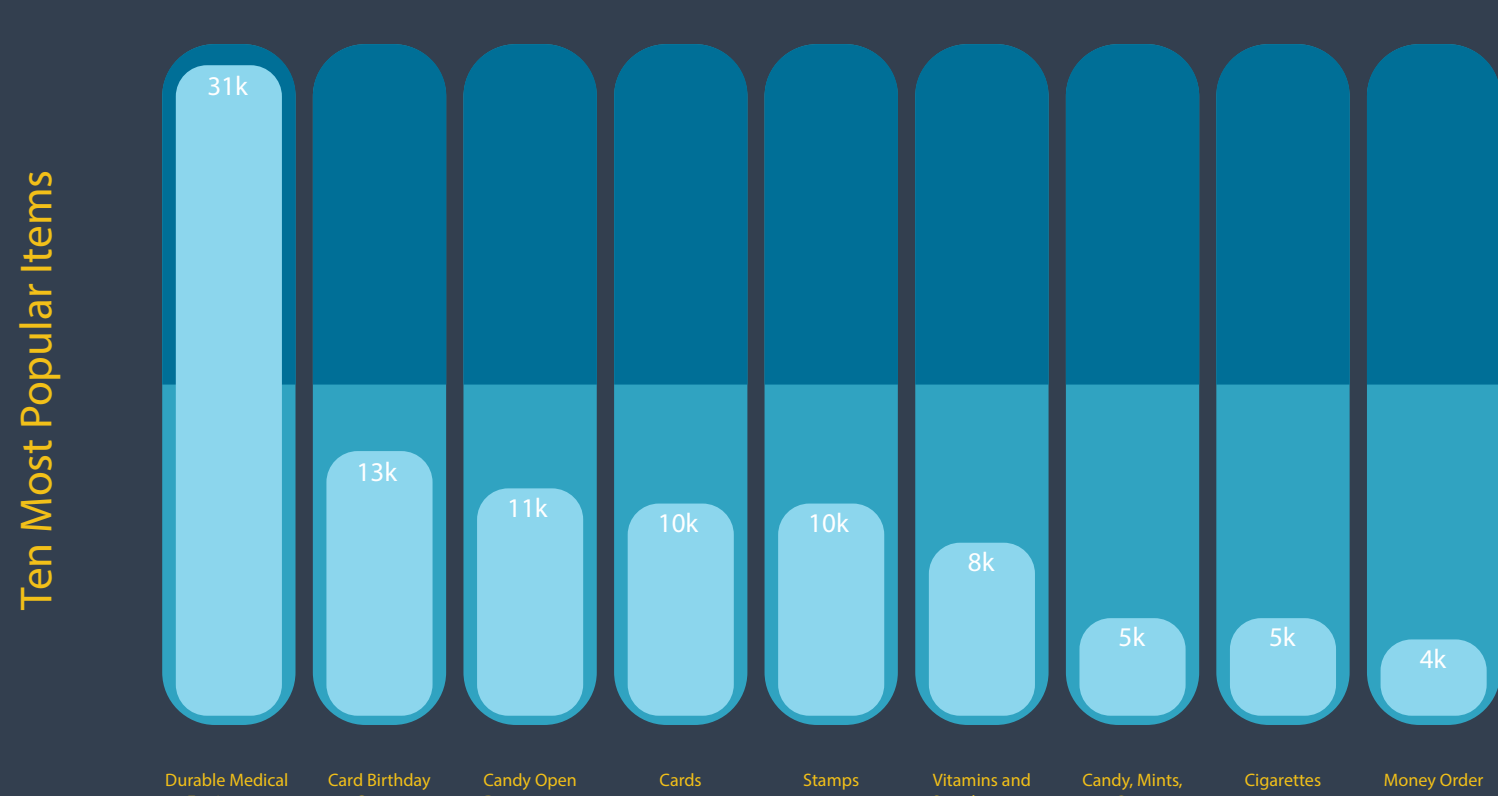


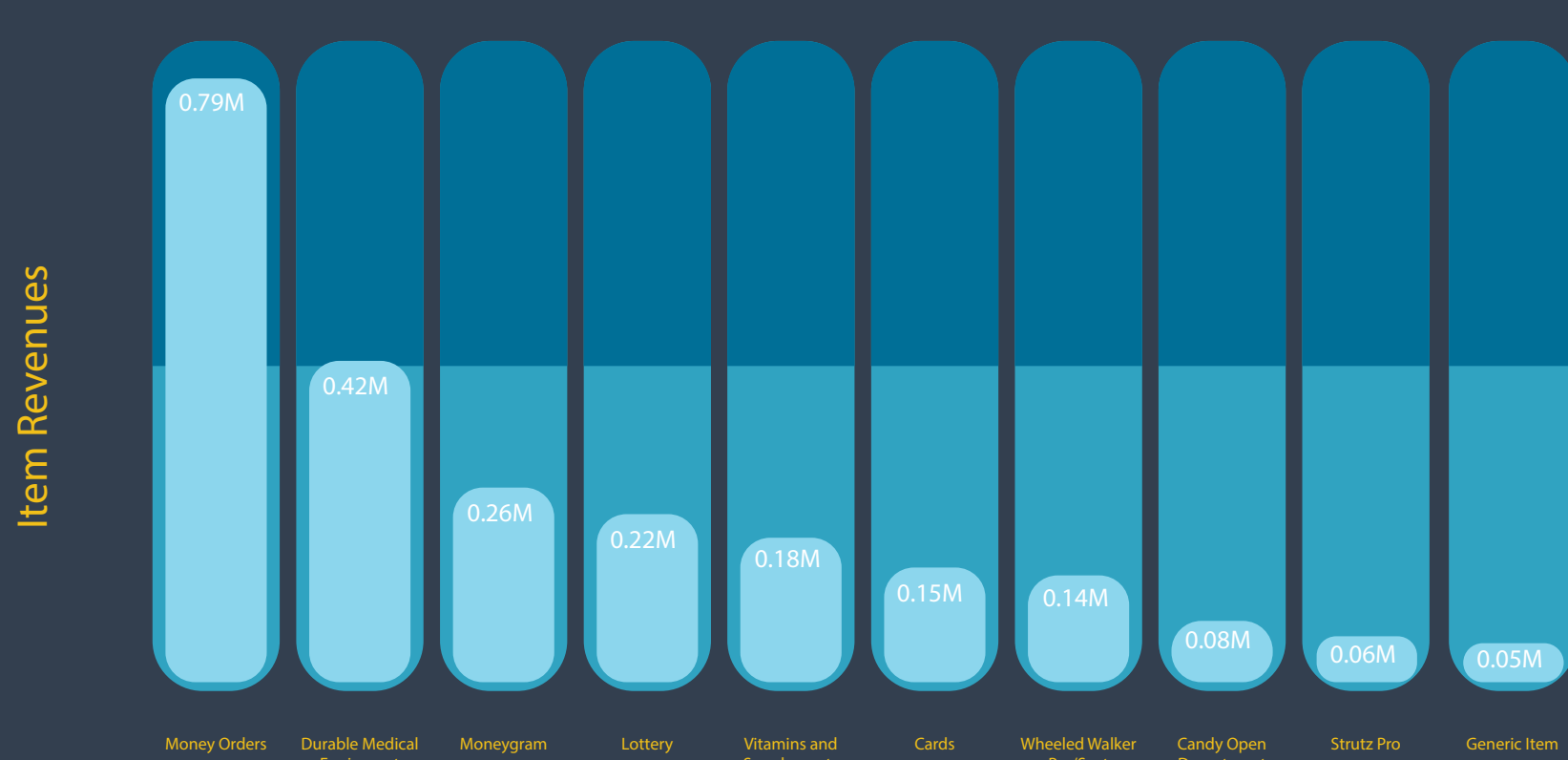
# Small Independent Pharmacies Compete with Big Chains

Big chain pharmacies are dominating the industry; making it hard for small independent pharmacies to thrive. The way that independent pharmacies can compete with big chains is from their front-end sales.

Ten Most Popular Items



Ten Most Profitable Items



The ten products that are sold in highest quantities highly exceed the average quantity sold per item, 21.1 items. These particular products have total quantities sold that range from 4,000 to 31,000 items sold, thus bringing in more money than the average product

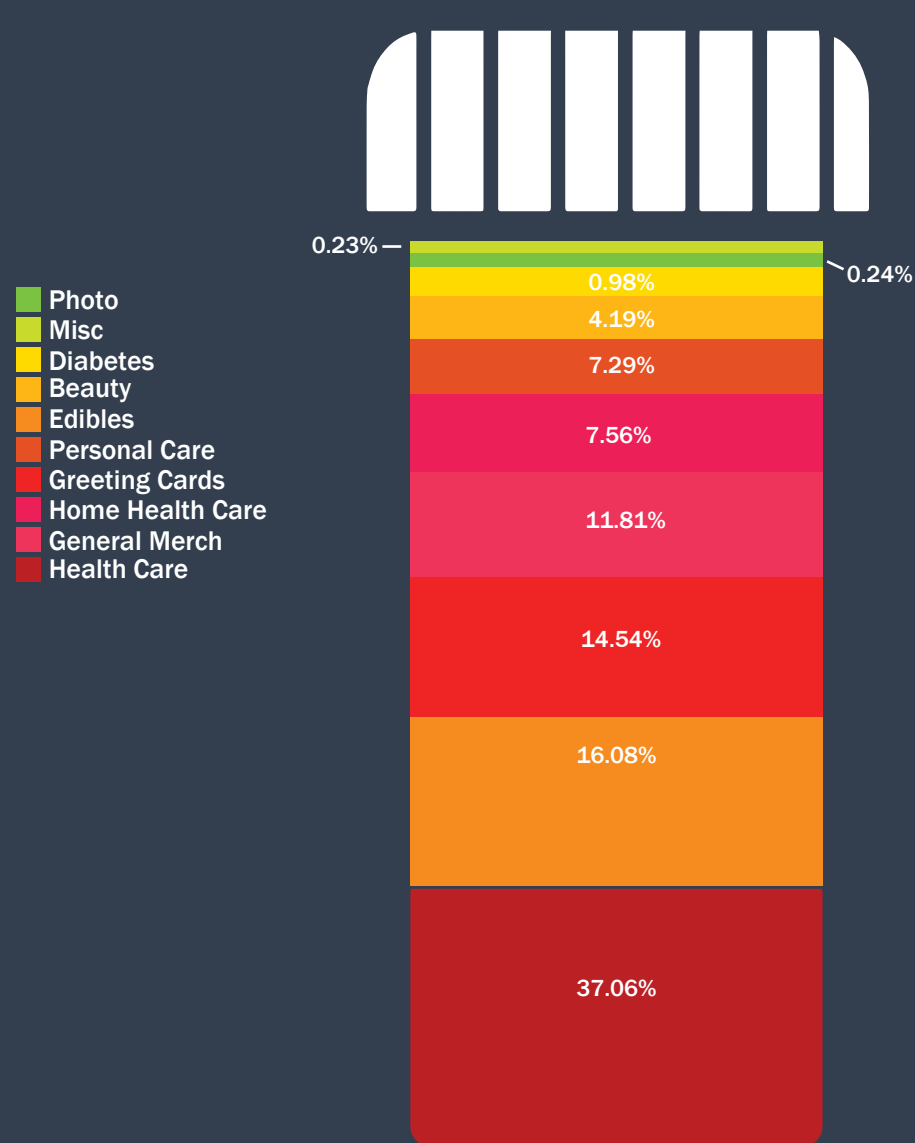
The ten items that generate the most sales in dollar amounts for independent pharmacies outweigh the average profit per item, \$199.75. Money orders, the item generating the most sales, generated \$790,000 in profit over this six month period, which is almost 4,000 times the average profit per item.



Specific items that are profitable and popular and are therefore the most important, revenue generating items for independent pharmacies to carry are money orders, durable medical equipment, candy, cards, and vitamins/supplements.

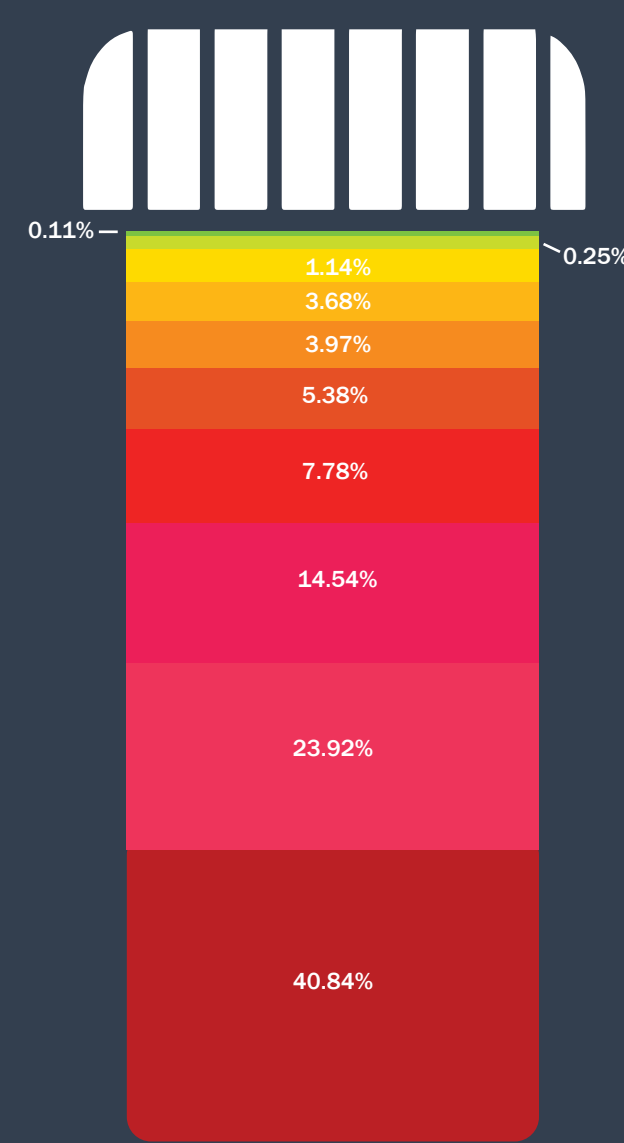


Sales Quantity By Major Category Products



The five major categories with the least quantity sold are personal care, beauty, diabetes, photos, and miscellaneous items.

Sales Amount By Major Category Products



The five major categories that generate the least revenue are edibles, beauty products, diabetes, miscellaneous items, and photos.



Although edibles did not generate a lot of revenue, it is the second most sold major category of total sales quantity. Therefore, it still should be carried because it is popular.



The major categories of products that should not be carried by independent pharmacies because they are less popular and less profitable are beauty, diabetes, miscellaneous, and photo

