

AmerisourceBergen Challenge

Can small independent pharmacies compete with the big chains?

Smaller pharmacies are being overtaken by the likes of CVS, RiteAid and Walmart. Not only are these big chains stores the main go-to for prescriptions, they are maximizing their revenue with the sale of over-the-counter (OTC) products. Due to limitations, smaller pharmacies aren't able to keep pace in OTC products and lose out. However, there are ways to maximize their revenue by focusing on the most popular and revenue generating products.

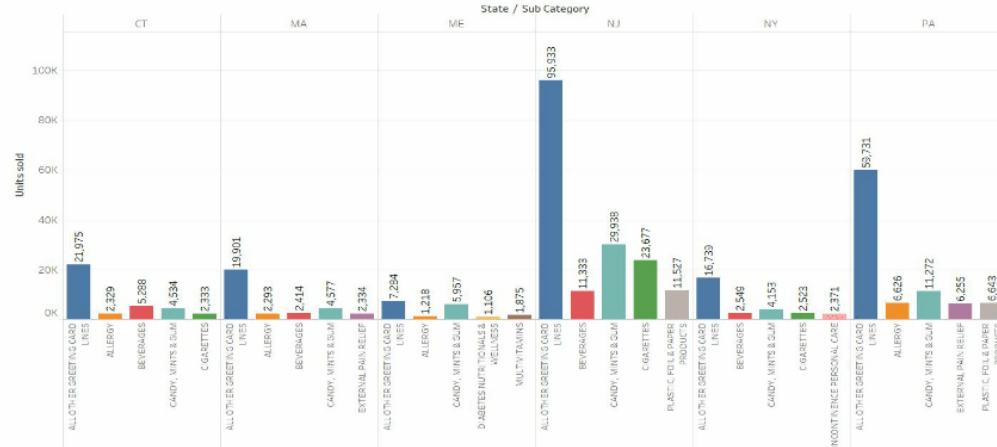
01 Most popular products nation-wide

These products are the ones that sell the best across all stores and thus should always be carried by pharmacies because they are so good at generating revenue.

If stores are not carrying or focusing on these products, they should redirect their efforts and make them part of their central marketing plan.

America Greeting Card - \$1,206,690	A-D Foil Pack - \$173,836	GOLIGHTLY Mint Candy - \$145,048
	Oral B Toothbrush 12pc - \$143,702	Natures Herbs Boswellin Cream - \$134,602
	Wheeled Walker - \$135,200	Pin-Away Pinworm Treatment - \$88,116

Popular Subcategories Per State (by Quantity Sold)



02 Most popular subcategories by state

Next are the most popular subcategories, separated by each state. This indicates to us what subcategories are popular based on the region that they are being sold in.

As we can see some subcategories - such as Greeting Cards - are popular across all states while other subcategories are only popular in certain states - Multivitamins in Maine and Incontinence Personal Care in New York.

Alan Diver, Fox School of Business, tuf64915
 Amruth Banagiri, Fox School of Business, tuf62347
 Marlea Tremper, Fox School of Business, tuf53755
 Sean Dougherty, Fox School of Business, tuf47275