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AmerisourceBergen: Can small independent pharmacies compete with the big chains?

Our audience for this graphic is independent pharmacy owners. We seek to advise them on products they should always have in stock and product categories they should carry using two simple graphical displays.

We identified the seven products that generate the most revenue across the entire region, and advise that pharmacies keep these items well-stocked at all times. As the largest revenue generators across all stores, they should always be available for customers to purchase. We present the seven products in a rectangle, subdivided into smaller sections. The size of each section allows the pharmacy owner to visualize the revenue-generating power of that product relative to the others. The pharmacy-owner should allocate more importance and more stocking-space to the products which are allocated more space on the graphical display.

We identified the top 5 most popular subcategories by units sold in each state. These are product types that consumers like. We propose that in some states, it is common for stores to carry them, while in other states it is not common for stores to carry them. In the graphic it can be seen that there is a good deal of overlap amongst popular categories, but there are also some differences. If a product subcategory appears in the top five best-selling in any state, we reason that it is a strong product subcategory that should be carried in all pharmacies in all states. By displaying this comparison amongst states in a single graph, pharmacy owners can easily view and digest the information and make decisions regarding which product categories they should begin to carry. Note: Delaware was ignored in our analysis due to its small sample size.