AmerisourceBergen

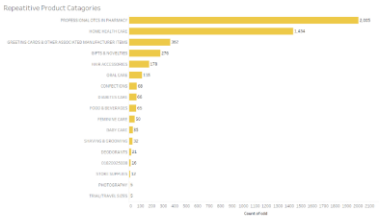
SMALL INDEPENDENT PHARMACIES COMPETE WITH THE BIG CHAINS

Product categories that are not generating sufficient revenue and therefore should not be carried.

Independent pharmacies typically generate the majority of the business' revenue from prescriptions filled by the pharmacy, s the owners/operators are busy filling prescriptions, this can result in the "front-end" of the Pharmacy where over-the-counter medicines, health and beauty products, and snacks and drinks are sold to receive less attention.

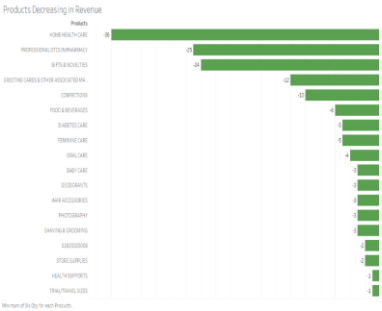
Our proposed solution would provide recommendation that the Independent Pharmacy owner can take that will allow them to increase their revenue from the front-end of the store, therefore improving the contribution of this part of the store to profit.

01 Repetitive Product Categoris



Repetitive product categoris chart shows products with a negative sales quantity that repeats itself.

02 Products Decreasing in Revenue



Products decreasing in revenue chart shows products with a negative sales quantity categorized from the biggest negative sales quantity to the product category with the sales quantity that breaks even.

03 OUR IDEA

All the product categories in the graph should be **discontinued.**

04 WHAT CAN WE DO?

Link related categories visually:

Understand the types of products your customers buy at the same time, then locate those items near each other and cross-promote them with signs in the store.

Build your customer relationships:

Shoppers value a pharmacist whom they trust to provide credible information and care. Shoppers who cited their relationship with the pharmacist as a reason they're loyal to their independent drug store were more likely to reward them with business.

Sell with stellar service:

While shoppers at independent pharmacies have different priorities, they all care about the service they receive, meaning that fast and personal service always pays off.

Liang Wu - Fox School of Business
tu739@
Nathan Samuel - Fox School of Business
hat51328
Matthew Purnell - Fox School of Business
tuf67393
Deniales Zukas - Fox School of Business
tur28193

Independent Pharmacy Today: http://www.rcpanet.org/home/independent-pharmacy-today
AmerisourceBergen: http://www.amerisourcebergen.com/abcnew/
MCKESSON: http://smartretailingrs.com/category/revenue-opportunities/

powered by
Piktochart
make information beautiful