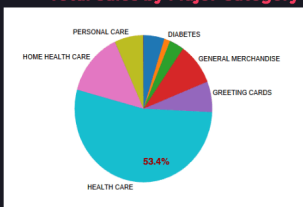


How can Small Independent Pharmacies Compete with Big Chains



What do people really buy from small pharmacies?

Total Sales by Major Category



Health care is the **Highest selling** major product category in small pharmacies.

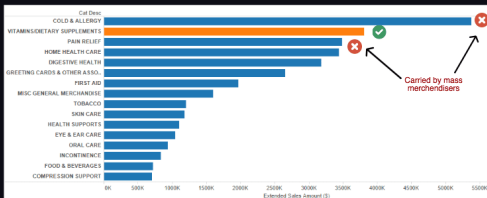


By focusing on **Health Care**, we can make a change that will have the **most impact** on the sales of small pharmacies.



What health care products do people buy?

Health Care Sales by Product Category



Vitamins and supplements are one of the **top selling products** in small pharmacies.



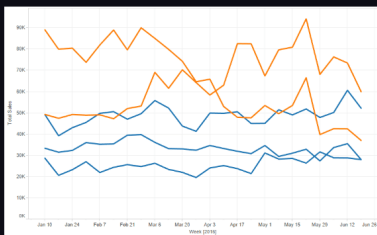
While vitamins and supplements aren't the only high selling product category,

the demand for cold, allergy, and pain relief medicine is limited to few products that are all carried by mass merchandisers.



Why focus on vitamins?

Cold & Allergy vs. Vitamins



Vitamins are a product that small pharmacies can **always stock** regardless of the time of year. The demand for other leading products like cold and allergy medicine varies greatly based on the time of year.



Conclusion:

Small independent pharmacies should place **vitamins and supplements** in the front of their store because they are **high selling** products and can **dis**tinguish them from mass merchandisers.



Source: Amerisource Bergen

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