Maximizing Revenue for Independent Pharmacies

Revenue Drivers

Over the past 12 months, Money orders & Western Union have generated the most revenue, followed by Misc., Home Health Care, Lotteries, Other Cards and E-Products.

Top Sellers

More units of Other Cards were sold than any other segment, followed by Candy, Home Health Care, Throat & Cough Drops and Cigarettes.

Throughout the year, independent pharmacies have struggled to maintain business over the weekends, with only 43 out of 182 pharmacies making over 188 sales on Sundays. That's less than 1%.

Top Grossing Pharmacy

GDP #123 brought in more revenue than both the 2nd and 3rd highest grossing pharmacies. They did so with a unique product mix and excellent service.

They sell more than all other independent pharmacies combined.

They are the only pharmacy that sells liquor.

They are one of only 2 pharmacies selling要么 under 10 Western Union remittances.

They are one of the top 10 grossing pharmacies that is not open Sundays.

Space Wasters

Several product categories have failed to justify their cost and placement in the pharmacy. The bottom 10 product categories should not be carried.

- The white circle represents sales revenue of an average product category. The colored circles represent the top 10 categories.
- These product categories account for less than 5% of total sales revenue.
- These categories account for over 99% of the product. This space would be much better allocated to more profitable products.
- The categories to be cut: Books & Magazines, Fragrances, Professional OTCs, Books & Magazines, Nightlights, Aromatherapy, Hair Appliances, Homopathic Pills, Patient Skin Care, Multi-Cultural Beauty Care, and Toys.

Source:

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