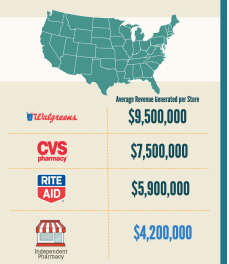


A Prescription for
Independent Pharmacies

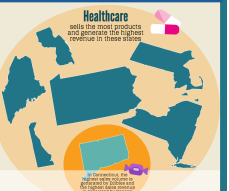


Independent Pharmacies have a difficult time running the front-end of the Pharmacy. By understanding what consumers buy, Independent Pharmacies will be able to increase revenue and compete with Chain Drugstores.

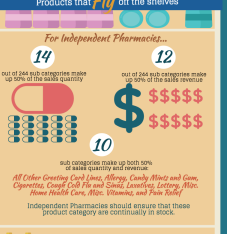
Stacking up to Chain Drugstores



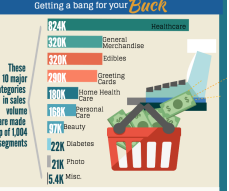
What's going on in each *State*



Products that *Fly* off the shelves



Getting a bang for your *Buck*



There are several segments that each have greater sales volume than the 4 bottom selling major categories.



which is more units than Beauty, Diabetes, Photo, & Misc.

What products to *Drop*

The following segments have the highest rates of returns.

Percent of Sales Revenue Returned Based on Segments



These product segments also have a total sales revenue that falls below the average segment sales revenue of \$22,000.



Changing with the *Season*



The product segments above should be in stock at Independent Pharmacies during their respective seasons.

Our *Recommendations*

