



INDEPENDENTS
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Merchandising Your Store to Improve Your Image and Increase Your Profits

Presented by:

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2:15 p.m. - 3:45 p.m., Tuesday, October 14, 2008
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Evaluation # 08-140-P



This program is accredited by NCPA for 0.15 CEUs (1.5 contact hours) of continuing education credit. NCPA is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education.

Educational Objectives

Program: Merchandising Your Store to Improve Your Image and Increase Your Profits

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Objectives:

1. Describe the effect of pharmacy merchandising on profitability.
2. Discuss the return on investment for store modifications to change store image and increase front end sales.
3. Outline a merchandising plan for pharmacy sub groups of merchandise that maximized floor potential.
4. Easily identify and take advantage of the most valuable real-estate in your store.
5. Expand your customers' awareness of the many services and products you offer with enhanced exterior signage.
6. Discover merchandising opportunities that will fill your customers' needs and encourage impulse, companion and planned sales.
7. Customize OTC categories in a manner that will control inventory, increase turns and boost profits.
8. Recognize possible out-front layout flaws those maybe encouraging customers to shop elsewhere.

Merchandising Your Store to Improve Your Image and Increase Your Profits!

Basic Steps for Building a Profitable End-Cap!

- Develop a theme. (See samples of themes below.)
- Acquire enough product to fill the end-cap.
- Make an effort to limit the number different SKU's to six (6).
- Agree on a pricing strategy.
- Create an eye-catching sign.**
- Position the sign at eye level.
- Merchandise by value not by size.
- Take a picture of the display.
- Keep a record of the date that the end-cap was first put up.
- Make note of the sales performance of the end-cap.

End-Cap Themes:

Aids to Daily Living	Homeopathy	Skin Repair / Anti Aging
Arthritis Relief	Hot & Cold Treatments	Stocking Stuffer Headquarters
Bad Weather Survival Headquarters	Immune System Boosters / Cold Fighters	Sugar Free Candy / Snacks
Bath & Shower Gels	Large Sign Promoting Speciality Product or Services	Sun Protection
Bites, Bumps & Bruises	Meal Replacement Bars / Sports Drinks	Sunless Tanning
Bone Support	Merchandise From Floor Displays	Therapeutic Cushions for Home & Auto
Canes	Nasal Rinse Kits / Nedi Pots	Therapeutic Pillows
Carpel Tunnel Support	New Items	Therma Wraps
Cough & Cold Relief Center	Organic / Natural	Thermometers / Apothecary / Eazy Dose
Diabetic Shoes / Socks	Our Pharmacy Recommends Department	Throat Lozenges
Discounted Personal Care ie: Shampoo	Premium Nutrition	Vaporizers & Humidifiers
First Aid Kits to keep in Home, Boats & Cars	Premium Skincare	
Fish oils, Omegas & CQ10	Private Label	
Heart Health Supplements	Reachers (DME)	

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Learning Assessment Questions

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Questions:

1. A roadside billboard could be considered as:
 - a. an extension of your exterior signage
 - b. deterrent to theft
 - c. a good place to display family photos.

2. There are 3 types of purchases; planned, companion and:
 - a. impulse
 - b. random
 - c. accidental

3. Strategic merchandising has you feature products first by:
 - a. Size
 - b. Color
 - c. Value

4. Creative cross merchandising will have a greater impact on:
 - a. Impulse & Companion Sales
 - b. Companion & Planned Sales
 - c. Impulse & Planned Sales.

5. Even the finest merchandised end-cap is not considered complete until it:
 - a. has top Shelf
 - b. is covered with wrapping paper
 - c. has a sign.

Learning Assessment Answers

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Answers:

1. A - an extension of your exterior signage.
2. A- impulse.
3. C - Value.
4. A - Impulse & Companion Sales
5. C - has a sign.