



# Grading Your Store: The Store Report Card

Presented by:

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Las Vegas, Nevada

Evaluation # 06-149



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

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# **Educational Objectives**

**Presentation Title: Use Your Front-End To Drive Customers Into Your Store! 2006**

**Name of Presenter: Gabe Trahan**

**Objectives:**

NCPA October 2006

**Category Evaluation Form**

Category	Presently	Recommended	Notes
Analgesics			
Antacid / Laxatives			
Apothecary (Easy Dose)			
Baby / Diapers			
Books / Magazines			
Braces			
Candy & Snacks			
Chemicals			
Cosmetics			
Cough & Cold			
Deodorant			
Diabetic			
Diet			
Dollar			
Durable Medical			
Eye/ Ear			
Family Planning			
Feminine			
Film & Batteries			
First Aid			
First Years			
Food			
Foot			
Gift Books			
Gifts			
Greeting Cards			
Hair Accessories			
Hair Appliances			
Hair Care			
Health Books			
Homeopathy			
Hosiery			
Implements (nail clippers)			
Incontinence			
Men's			
Miscellaneous			

**Speaker contact info: Gabe Trahan 802-893-5105 ext 326 [gabe@trahan.net](mailto:gabe@trahan.net)**



## Category Evaluation Form

Category	Presently	Recommended	Notes
<b>Speaker contact info: Gabe Trahan 802-893-5105 ext 326 gabe@trahan.net</b>			

# NCPA STORE REPORT CARD

<b>Store Name:</b>	<b>Date:</b>
<b>Employee Name:</b>	
<b>Outside Signs:</b>	
Front	
Sides	
Condition / Timer	
<b>Outside Lighting:</b>	
<b>Windows:</b>	
<b>Parking:</b>	
Employees	
Customer	
<b>Sidewalk:</b>	
<b>Front Entrance:</b>	
Door (s):	
How many signs can be removed?	
<b>First Appearance:</b>	
Landing Area	
End-Caps	
Shopping Carts / Baskets	
Indoor Lighting	
Carpet	
Employee Position	
<b>Front Checkout(s):</b>	
Position / Size	
Appearance	
Product Mix	
<b>Seasonal/ Promotional Area:</b>	
<b>Speaker Contact Info: Gabe Trahan 802-893-5105 ext 326</b>	
<b>gabe@trahan.net</b>	

## NCPA STORE REPORT CARD

<b>Store Name:</b>	<b>Date:</b>
<b>Overall Layout:</b>	
Width of Aisles	
Length of Aisles	
Spinners / Floor Displays	
Perimeter Signage	
Interior Color Scheme	
<b>OTC Presentation:</b>	
Department Sizes (see form)	
Related Category Placement	
House Brand Presence	
New Item & House Brand Signs	
Missing Shelf Labels	
Location of Price Labels	
"Never Out" Indicators	
<b>OTC Out Dates:</b>	
<b>OTC Short Dates:</b>	
<b>OTC Zone Pricing:</b>	
<b>Pharmacy Location:</b>	
Appearance	
HIPA Compliance	
Waiting Area	
<b>Gift Department:</b>	
Pricing Policy	
Overall Display	
Gift Boxes Availability	
Date of Last Reset	
<b>Greeting Card Department:</b>	
Location	
Overstock	
Estimated Inventory:	
<i>Average cards in pocket x 2 x # of pockets high x average retail x running feet.</i>	
<i>Example: 6 x 2=12 x 13 = 156 x \$2.50 = \$390.00 x 60ft.= \$23,400.00</i>	

## NCPA STORE REPORT CARD

**Store Name:**

**Date:**

**Speaker Contact Info: Gabe Trahan 802-893-5105 ext 326**

**gabe@trahan.net**

# NCPA STORE REPORT CARD

**Store Name:**

**Date:**

**Cooler, Candy, Snack & Food Departments:**

Location

Selection

Pricing

**Russell Stover /Premium Candy:**

Outdates / Inventory

**Employees:**

Customer Service

Productivity

**15 Minute Jobs:**

**30 Minute Jobs:**

**1 Hour Jobs:**

## **NCPA STORE REPORT CARD**

**Store Name:**

**Date:**

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## **Learning Assessment Questions**

**Presentation Title: Use Your Front-End To Drive Customers Into Your Store! 2006**

**Name of Presenter: Gabe Trahan**

## **Learning Assessment Answers**

**Presentation Title: Use Your Front-End To Drive Customers Into Your Store! 2006**

**Name of Presenter: Gabe Trahan**

**Answers:**