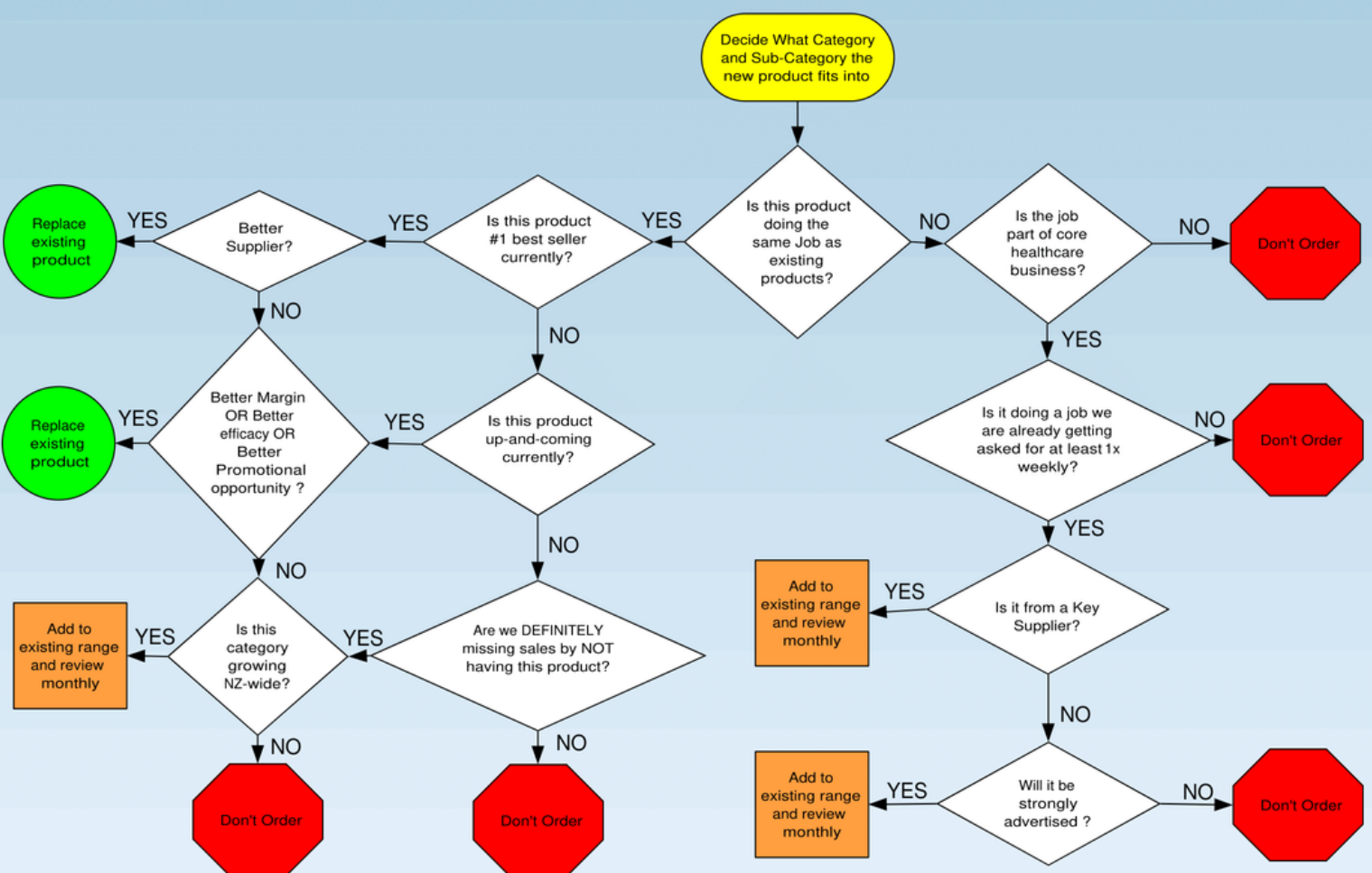




October Webinar

Core Range

Core Range Decision Process



Category Management

Category management is the science of ranging, displaying and selling the most effective range of products in each retail category.

It involves product selection, pricing, promotional displays and signage – and when it is done well it makes the instore retail experience easier and more satisfying for customers.

Follow these steps to improve your retail category management:

1. Identify your retail categories (= Toniq “Groups” or RxOne “Classes”) and sub-categories (= Toniq “Departments” or RxOne “Groups”).
2. Select the best sellers for each “customer need” (Sub-category) plus 1 or 2 alternatives.
3. Allocate the right space and the right locations for each category.
4. Merchandise your product range with the right number of facings of the top sellers at eye-level.
5. Ensure every category has clear signage.

Not every pharmacy stocks every category – for example medical centre pharmacies don't need fragrances, cosmetics or gifts.... So knowing your market and getting your product strategy right is the first step towards rationalising your product range and maximising your retail results!

Get in touch if you would like the RPM team to assist you with the process of how to update your POS system Categories and Sub-categories.

We have a Pharmacy Merchandising service – where our consultants come in and put in place an optimal layout and planograms in your pharmacy.

For more information – contact us:

support@rpmretail.com or 03 3777615

Pharmacy Category Tree

| | |
|-----------------------|------------------|
| Digestive Care | Constipation |
| | Detox |
| | Diarrhoea |
| | Digestive Care |
| | Fibre Laxatives |
| | Haemorrhoids |
| | Healthy Bacteria |
| | Indigestion |
| | Rehydration |
| | Travel |
| | Worms |

| | |
|---------------------------|-----------------------|
| Health Supplements | Brain & Memory |
| | Energy |
| | Healthy Heart |
| | High Cholesterol |
| | Homeopathy |
| | Immune Boost |
| | Magnesium |
| | Mens Nutrition |
| | Multis & Antioxidants |
| | Omega 3 Oils |
| | Sleep |
| | Sports Nutrition |
| | Stress |
| | Superfoods |
| | Turmeric |
| | Vision |
| | Vitamin C |

| | |
|----------------------|---------------------|
| Womens Health | Calcium |
| | Collagen |
| | Contraception |
| | Healthy Oils |
| | Iron |
| | Kidney & Bladder |
| | Menopause |
| | Period Pain |
| | Personal Lubricants |
| | Pregnancy |
| | Pregnancy Tests |
| | Sanitary |
| | Skin, Hair & Nails |
| | Thrush |
| | Womens Nutrition |

| | |
|--------------------------|-----------------------|
| Weight Management | Appetite Suppressants |
| | Blood Sugar |
| | Meal Replacements |
| | Protein |

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|-------------------|-------------------|
| Joint Care | Arnica |
| | Anti-inflammatory |
| | Heat Rubs |
| | Joint Nutrition |
| | Muscle Pain |
| | Wheat Bags |

| | |
|--------------------|------------------------|
| Pain Relief | Anti-inflammatories |
| | Anti-inflammatory Gel |
| | Aspirin |
| | Childrens Pain & Fever |
| | Migraine |
| | Pain Relief |
| | Strong Pain Relief |

| | |
|---------------------------|-------------------------|
| Coughs & Colds | Chesty Cough |
| | Childrens Cough |
| | Cold & Flu |
| | Cold Prevention |
| | Cough Lozenges |
| | Dry Cough |
| | Herbal Cough Mixture |
| | Lozenges |
| | Mucus Relief |
| | Sore Throat Prevention |
| | Sore Throat |
| | Throat Sprays & Gargles |
| | Tissues |

| | |
|------------------------------|--------------|
| Allergies & Sinus | Allergies |
| | Hayfever |
| | Nose & Sinus |
| | Runny Nose |
| | Snoring |

| | |
|-----------------|----------------|
| Eye Care | Contact Lens |
| | Dry Eyes |
| | Eye Allergies |
| | Eye Care |
| | Eye Infections |
| | Red Eyes |

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|----------------|-----------------|
| Eyewear | Reading Glasses |
| | Sunglasses |

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|------------------|------------------|
| First Aid | Bandages |
| | Burns & Scars |
| | Disinfectants |
| | First Aid Kits |
| | First Aid Tape |
| | Hot & Cold Packs |
| | Mouth Guards |
| | Plasters |
| | Skin Infections |
| | Sports Nutrition |
| | Strapping Tape |
| | Supports |
| | Wound Care |

| | |
|------------------|----------------------|
| Foot Care | Athletes Foot |
| | Corns & Callouses |
| | Cracked Heels |
| | Nail Infections |
| | Smelly Feet |
| | Sore Feet & Blisters |
| | Wart Treatment |

| | |
|------------------------|-----------------------|
| Home Healthcare | Diagnostic Tests |
| | Dosage Aids |
| | Drug Tests |
| | Ear Care |
| | Gloves |
| | Hand Sanitiser |
| | Hearing Aid Batteries |
| | Household |
| | Incontinence |
| | Masks |
| | Mobility Aids |
| | Monitors |
| | Quit Smoking |
| | Thermometers |

| | |
|-----------------------|-----------------|
| Sleep Services | Sleep equipment |
| | Sleep Services |

| | |
|-----------------|-------------|
| Bathroom | Cotton |
| | Dental Care |
| | Dentures |
| | Deodorant |
| | Depilatory |
| | Mouth & Gum |
| | Nail Care |
| | Shaving |

| | |
|------------------|---------------------|
| Skin Care | Acne |
| | Barrier Cream |
| | Body Wash |
| | Chafing |
| | Cold Sores |
| | Dry Skin |
| | Franchise Skin Care |
| | Fungal Infections |
| | Inflamed Skin |
| | Itchy Skin & Bites |
| | Lip Care |
| | Natural Skin Care |
| | Skin Healing |
| | Skin Repair |

| | |
|-----------------|------------------|
| Sun Care | Insect Repellent |
| | Self Tan |
| | Sun Care |
| | Sun Protection |

| | |
|------------------|---------------------|
| Cosmetics | Accesssories |
| | Franchise Cosmetics |
| | Mineral Makeup |

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|--------------|--|
| Gifts | |
| | |

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|------------------|--|
| Fragrance | |
| | |

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|---------------------|-----------------|
| Photographic | Batteries |
| | Passport Photos |

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|-------------------------|-------------------|
| Baby & Child | Baby Colic |
| | Baby Constipation |
| | Baby Feeding |
| | Baby Skincare |
| | Baby Teething |
| | Child Nutrition |

| | |
|------------------|-------------------|
| Hair Care | Dry, Flakey Scalp |
| | Hair Care |
| | Hair Loss |
| | Hair Styling |
| | Head Lice |

| | |
|------------------------------|------------------------------|
| Services / Non-Retail | Rx fees |
| | Freight & post etc. Services |



2023
www.rpmretail.com

Pharmacy Retail Ordering Schedule

We recommend dividing your retail ordering plan into these four different types of orders:

| | | | |
|----|---|----------------------|-----------------------|
| 1. | Buying Group orders from your wholesaler | Every 2 weeks | 60 Days Cover* |
| 2. | Direct to Supplier orders | Monthly | 60 Days Cover |
| 3. | New Products and Promotional orders | As Required | |
| 4. | Urgent / special orders | Daily / as required | |

**or 45 Days for larger stores*

Your POS system can forecast the optimal stock level to order to top your shelves up to 60 Days Cover.

To see **everything** that needs to be ordered ask for a 60 Day order (from 60 to 60 Days in Toniq) - then edit this order to remove small or unnecessary products.

Optimise your ordering by topping up to 60 Days Cover

The **most efficient and accurate ordering** relies on you sticking to a **regular ordering timetable each month** for your Buying Group wholesaler and Direct orders.



Once you accept the suggested frequency above the **60 Days Cover** will ensure that you are **never out of-stock** of these products because you are holding plenty of buffer stock.

- Because of the accuracy of the RPM Suggested Orders – sticking to this ordering schedule will **free up staff time** to focus on the Type 3. new and promo ordering.
- The urgent / special orders (Type 4.) can be manually added to your Wholesaler daily dispensary order or sent to suppliers manually - but only if the customer is unable to wait until the next scheduled order for this supplier.

Example of Retail Ordering Schedule for Pharmacy:

| Week 1 | Week 2 | Week 3 | Week 4 |
|---|--|---|---|
| Direct Suppliers: <ul style="list-style-type: none"> Go Healthy | Direct Suppliers: <ul style="list-style-type: none"> QVS | Direct Suppliers: <ul style="list-style-type: none"> Inner Health | Direct Suppliers: <ul style="list-style-type: none"> Revlon |
| Buying Group | | Buying Group | |

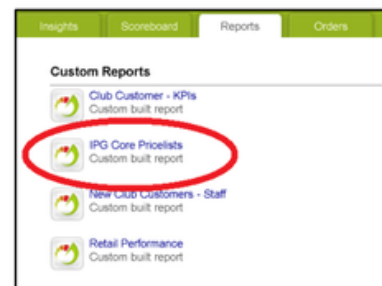
We recommend that you allocate your Direct Supplier orders to the same week each month to spread this workload evenly through the month.

RPM USER GUIDE


IPG Core Pricelist

The **IPG Core Pricelists** report helps you to **compare and manage your Retail Prices** (instore) vs our Recommended Retail Prices of the Core products in the IPG Group.

You can also identify Core Products not stocked.



Instructions:

1. Log into RPM at <https://live.rpmretail.com>
2. Go to the **Reports** section of your RPM screen
3. Click on **IPG Core Pricelists**
4. Select the **Core Pricelist** then Select the **View Differences Only** and then click **View Report**
5. Once the report appears onscreen you can Click the  icon to **Export the report as a PDF**. Note: you can also Export the report to Excel if required.
6. You can open the PDF file and **Print the report**

Stores

Differences Only

Yes

Pricelist

Core

1

of 2 ?

Find | Next

Core Pricelist

as of Monday, May 29, 2023

| Product Description | PLU/EAN | Stocked in Stores | Core Price | Retail Price | Diff |
|-------------------------------------|---------|-------------------|------------|--------------|----------|
| ALCON NAPHCN A EYE DROPS 15ML | 317187 | 48 | \$14.99 | \$13.99 | (\$1.00) |
| ALCON OPTIFREE PUREMOIST 300ML+90ML | 2400251 | 36 | \$38.99 | | |
| ALCON OPTIFREE REPLENISH ECONOMY PK | 2240203 | 20 | \$37.99 | | |
| Alcon POLYTEARS 15ML | 229075 | 50 | \$8.99 | \$7.99 | (\$1.00) |
| Alcon POLY-VISC 3.5GM LUB. EYE OINT | 2035812 | 46 | \$7.99 | | |
| ALCON SYSTANE BALANCE 10ML | 2400235 | 38 | \$19.99 | | |
| ALCON SYSTANE GEL DROPS 10ML | 2465477 | 41 | \$23.99 | \$24.99 | \$1.00 |
| ALCON SYSTANE HYDRATION E/DROP 10ML | 2480492 | 43 | \$20.99 | \$19.99 | (\$1.00) |
| ALCON SYSTANE ULTRA 10ML | 2378809 | 41 | \$18.99 | \$17.99 | (\$1.00) |
| ANTI FLAMME JOINTS 90G | 2360144 | 32 | \$29.99 | | |
| ANTIFLAMME 45GM | 459860 | 28 | \$21.99 | | |
| ANTIFLAMME 90GM | 459879 | 43 | \$29.99 | \$24.99 | (\$5.00) |
| ANTI-FLAMME CREME TUBE100G | 2128535 | 26 | \$35.99 | | |

- The Report shows products ranked in alphabetical order with the **Pharmacist Only Medicines** listed first with a *.
- The report shows the **difference between your Retail Price** and the **Core RRP Price** (if any), to help you to manage and maintain the prices of these products instore effectively.
- Products with a blank Retail Price are not stocked in your pharmacy.