



The Future of Pharmacy

Yesterday - Today - Tomorrow



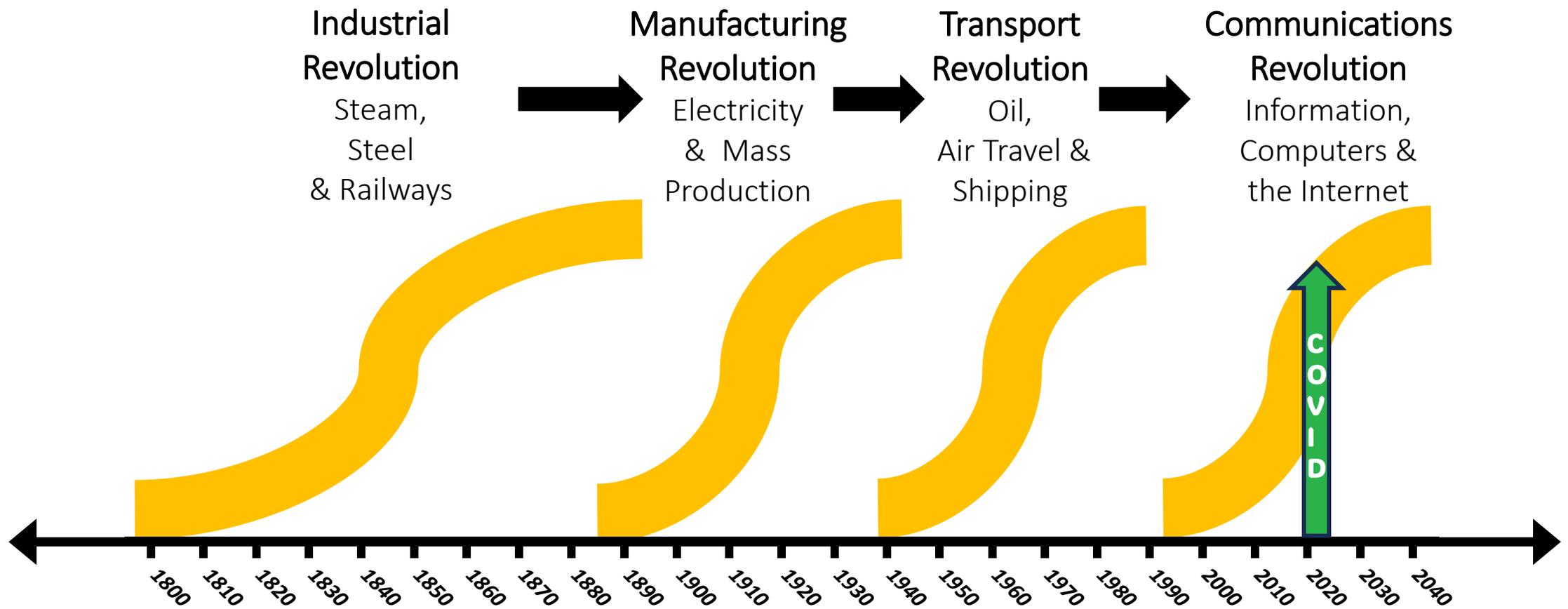
Yesterday:

Prior to the year 2000 – success was measured by the number of beauty franchises in your pharmacy.



They keep stealing your stuff!

Over the last 3 decades many successful retail categories have all but disappeared from pharmacy.

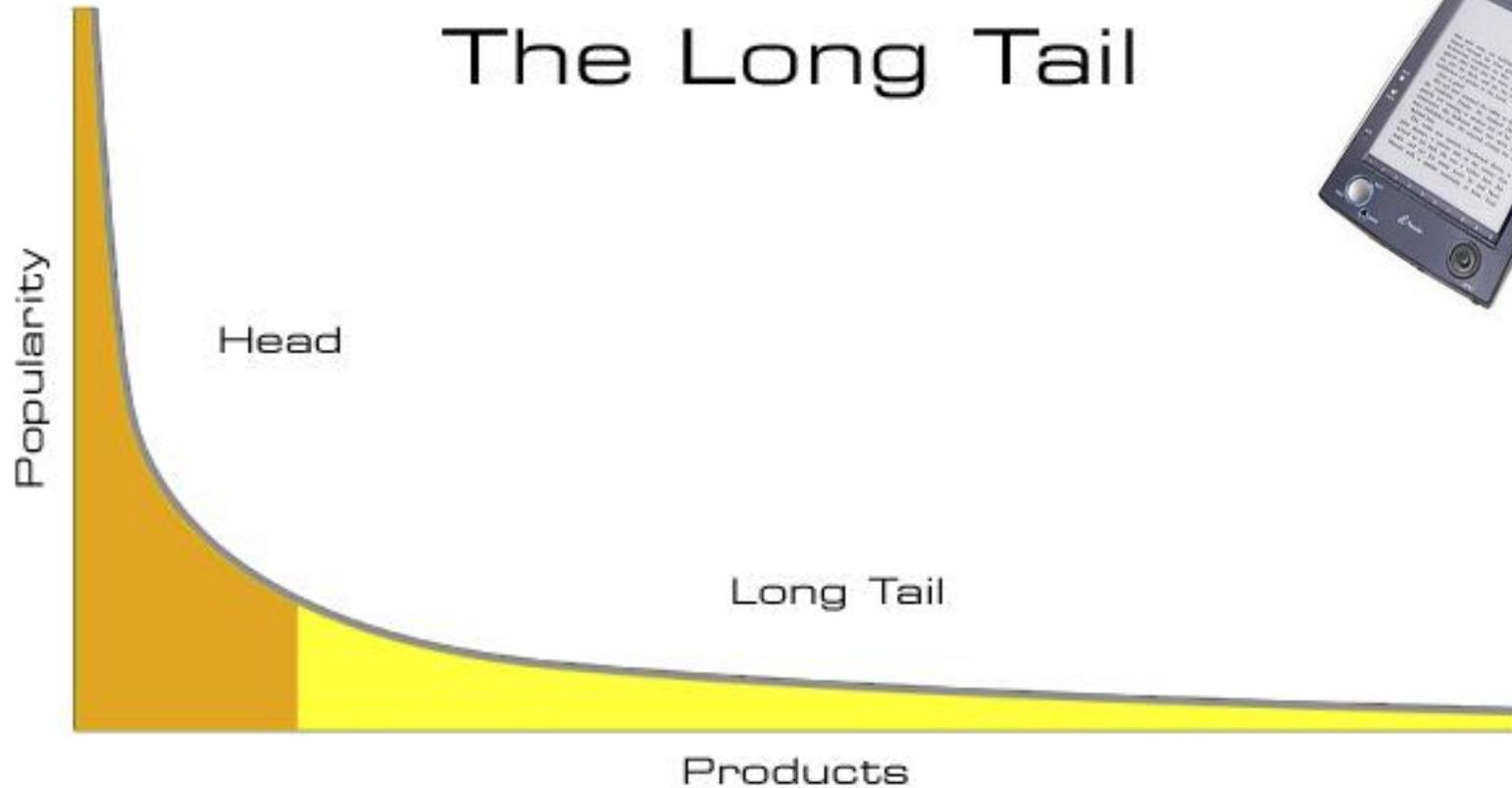


Disruptive change:

The current communications revolution (plus COVID) is resulting in a period of rapid change in all business sectors.

amazon.com.

The Long Tail



Today:

E-commerce provides access to the long tail of slow-moving products. Only the short head is profitable in physical stores.

Biggest
Range

Best
Service

Lowest
Price

Most
Convenient

Today:

What are **you** famous for?

Tip: Pick **one**



Today:
Know your place.
These are all successful positions.



Today:

Don't get left behind. Many pharmacies have not invested in their premises for 10 to 20 years (or more!)



Customer Service

VS

Customer Experience

Today:

Customer service is no longer enough. Customer experience that fosters a feeling of belonging is the new standard.



Today:
S.W.O.T. analysis
for successful Independent Pharmacies.

Focus on a
curated range

Increase
instore services

Only discount
the Known
Value Items

Be local
&
engaged

Tomorrow:
Strategy
for successful Independent Pharmacies.

The IPG Activity Programme 2024

Instore Experience <i>How our customers feel when they're instore</i>	Service & Store Standards	Quarterly Promotions	Customer Engagement
Operations <i>How we do things</i>	Inventory Management	Reporting	Special Projects
Communications <i>How we stay in touch with our staff and customers</i>	Team Building	Marketing	Loyalty Programme





Tomorrow:
The pharmacy of the future?
Services and Clinics + Prescriptions + Retail Healthcare



Tomorrow:

It all starts here... Ensure your pharmacy is future-proofed with multiple consulting rooms.



Tomorrow:

Everything you do needs to build on the fact that your most popular service is **time spent with the pharmacist.**



www.theipg.co.nz

fellowship

knowledge

support