

# United Drug Retail Initiatives

## ABOUT RETAIL INITIATIVES

At United Drug we are always looking for ways to help you improve and grow your business.

The Retail Initiatives Team is here to:

- Provide Planogram support for pharmacies which includes access to our exclusive online Category Management and Promotional website and 2 store visits per year from our Category Management team
- Provide Market Analysis on key FOS categories
- Advise on layout and product positioning within your pharmacy
- Provide promotional support for pharmacies in the form of the monthly guide
- Provide POS support for pharmacies in the form of POS templates for key promotions

## CATEGORY MANAGEMENT

Category management helps make the most of your shelf space by addressing the following questions

- What products and brands make the most profitable use of my shelf space?
- What products and assortments will drive the greatest growth?
- Are these the products my customers want/need?

## USE OF DATA

We will help you use your EPOS data to make better decisions. Remember, better information about product performance will help you make better decisions on what products to stock. Better stock management allows you to build better relationships with your customers and suppliers.

Many retailers carry more brands than their sales justify – the cost of doing this outweighs any customer benefits!!

## CATEGORY MANAGEMENT

### HOW TO SUCCEED?

### THE KEY IS TO PLAN, DO & REVIEW

#### PLAN

- Give one person within your store responsibility for the category
- Draw up a plan which allows you focus on a different category each week.
- If you are moving a number of categories work out of hours to ensure the moves happen quickly and with the least disruption to your sales
- Ensure you allocate enough time to make the changes
- Plan your orders by category rather than supplier – this reduces the likelihood of overstocks

#### DO

- Highlight stock that you will no longer stock
- Use the planogram product list stock order sheet - remember planograms are based on market data
- The brands on the eyelevel or top shelves are the most recognizable brands in that category – it is key they remain in position
- We know not all stores are the same and so we have left some space for local choice – ensure that you don't order too much stock for the space available
- If you want to take something new on you need to discontinue something else!!

#### REVIEW

6 weeks after implementation review:-

- **HAVE YOU STUCK TO THE PLANOGRAM RANGE**
- **HAVE YOUR SALES INCREASED**
- **HAS YOUR STOCK HOLDING REDUCED**

For more information, contact  
Retail Initiatives on 01-4632514



Check out  
our new website  
[www.udretailinitiatives.ie](http://www.udretailinitiatives.ie)  
to see just how easy  
it is to use  
our planograms



Pharmacy Name

Pharmacy

Address

United Drug Account Number

Contact Name

Contact Telephone Number

Contact Email Address

Accounts Contact Name

I understand that by signing this form I agree that my United Drug account will be debited for €600 per annum which will entitle me to:

- Access to [www.udretailinitiatives.ie](http://www.udretailinitiatives.ie)
- Two Store visits per year from our Category Management Team\*
- Market Analysis on key FOS categories
- Monthly promotional guides

Signed by Customer:

Signed by United Drug:

\*If further visits are required there will be an additional charge.