

Front-End Pharmacy Refresh



When it comes to your pharmacy one of the most significant opportunities to increase sales comes from your front-end. Ask yourself, is your pharmacy's front-end in tip-top shape? Sure, you've straightened out and pulled items forward to make a nice, pleasing wall of merchandise with no gaps and swapped out the seasonal products. But, when was the last time you looked at your front-end the way a customer would? It has probably been a while, and that's okay.

A bland and boring front-end can equal lost sales opportunities. So, we are here to give you a few low-cost strategies that will allow you to generate more revenue from your front-end. These quick front-end makeover ideas and refreshes will not break the budget and can more than pay for themselves.

Strategy #1: Declutter and Deep-Clean

We know you already keep your front-end clean, but it may be time to take it just a bit further. So, with "budget-friendly" in mind and requiring little disruption to daily traffic, it's time to roll up those sleeves and remove excess clutter and deep clean that front-end!

- Clean your front windows

- If possible, consider durable, mobile, seasonal curbside décor
- A bench that can be brought in each night
- Remove fingerprints from glass doors
- Throw out old flyers, coupons, or papers
- Sweep your entryway, and don't forget the corners
- Dust shelving and products
- Clean off light fixtures (wall switches and overhead/hanging fixtures)
- Wipe down counters, trim, and registers

Strategy #2: Switch-It-Out

Decluttering and deep cleaning can only take your front-end so far. Some things might need to be switched out or replaced. One good example of must-do replacements includes your entry rugs. These items are excellent for helping to keep excess dirt and moisture away from your floors, but they generally take a heck of a beating. If your entry rugs show signs of age (fraying at the edges, dulled color, etc.), consider replacing them with updated versions.

What about your light switches? Switch plates can crack easily and, they're one of the easiest things to replace. Yet, so often, we resort to some tape to hold them together for just a bit longer. Honestly, you can probably get a new plate for the same amount you would spend on a roll of tape — or less. Replace them!

Strategy #3: Switch-It-Up

Dusting, cleaning, and replacing is a great way to get your front-end looking its best. But sometimes even this is not enough. Every piece of your front-end design — from the lighting to the rug color — will influence how customers view and respond to your pharmacy. You have the power to show your customers that your pharmacy is not only inviting but up-to-date and cutting edge. And, the best place to start is with your storefront:

- Check your sign! Is it old? Broken? Think about refreshing or replacing this very prominent architectural piece
- Replace burned-out lightbulbs and increase the lighting, so your store appears warmer and more visible

Other features you may want to look into:

- New display cases
- New paint schemes
- Open floor plans and wider aisle spaces
- Contemporary overhead music

Strategy #4: Visual Merchandising

Yes, shopping can be exciting! And, how you arrange your front-end will affect the way your customers' shop. Therefore, visual merchandising should be employed throughout your pharmacy. Some tips for the most effective visual merchandising of your front-end include:

- Put seasonal merchandise and smaller margin items at the front-end of your store — this will help cut down on having leftover stock that needs to be marked down at the end of the season
- Place shopping carts and baskets at the front entrance (shoppers are more likely to purchase more when a shopping basket is handy)
- Place high-margin items at the front of your pharmacy and *to the right*. It accommodates how your customers scan your store. Some high margin items include:
 - Sunglasses displays
 - Back to school items
 - Single serving snacks and drinks
 - Batteries and small electronics

Closing Thoughts

Refreshing your pharmacy's front-end does not have to mean investing thousands of dollars in rehabs and remodels — it can be something as simple as an updated sign, a scrub-down, and savvy product placement. These practical, easy-to-implement strategies can help customers notice your pharmacy and, most importantly, spend their money on your offerings.

Not sure where to start? Through our partnership with Aspire Health, Keystone can provide the services and vendor solutions to refresh your pharmacy front-end. For any questions, please connect with your Keystone Business Consultant via email at info@kpparx.com