



PHARMACY RETAIL EXECUTION

FINALLY. A SOLUTION TO YOUR BIGGEST IN-STORE CHALLENGE: COMPLIANCE.

Improve planogram and promotional compliance across your banner.
With evidence-based research and rational analysis.

100,000

STRONG CAPTURE NETWORK

National pharmacy coverage

Discreet planogram and promotion checks across metropolitan, regional and rural locations.

Better visibility. More targeted action.

01

Lift compliance. Unlock sales.

Identify ranging, shelf-position and promotional gaps. Give retailers clear actions to improve execution and support sales and margin.

02

Make every visit count.

Direct area managers to exceptions and stores needing support. Discreet checks reduce the bias of stores preparing for predictable visits.

03

Strengthen accountability.

Use independent photographic evidence and comparable store ratings to support and challenge retailers and hold brand partners accountable.

04

Build the case for investment.

Use factual reports in trade investment discussions. With point-of-sale data, assess performance and uncover opportunities beyond the planogram.

FROM PHOTO EVIDENCE TO A CLEAR ACTION PLAN

Capture store execution. **Compare** with your agreed standard.
Rate compliance against key criteria. **Recommend** practical improvements.

Point-of-sale analysis, where data is available, connects execution with sales performance to help validate ranging decisions and identify promising SKUs and brands.

What could better execution unlock across your pharmacy network?

Book a 20-minute introduction with Gavin Dunbar.

See a sample store comparison and discuss a focused pilot.