



CHETOCHINE
Consulting Group

Pharmacy Merchandising

Target audience:

- Pharmacists
- Pharmacy Technicians

You Will Learn:

Fundamentals:

- How to define a Marketing Strategy
- How to construct an offer and present it to the client in order to identify the future point of sale layout



How to build an operational merchandising plan: :

- To organize the various pharmacy categories into merchandising zones
- To optimize traditional categories and take into account any absent or emerging ones
- To organize, unify and prioritize brand positioning in every category
- To provide the means to propose an attractive promotional strategy
- To enlarge merchandising visibility for greater clarity and attractiveness
- To effectively articulate a merchandising strategy for the distributor with relation to that of the manufacturers

Training Methodology *(per workshop of 10 – 15 participants)*

- One day of instruction with:
 - Theoretical sequences and personalized practical workshops
 - The day ends with a thorough merchandising exercise to incorporate all of the day's learning