



PHARMACY FULL ESTATE STORE REFITS

Case Study: Merchandising – National Pharmacy Chain

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A national pharmacy chain with 520 pharmacies nationwide, required the support of RGIS. It is the UK's longest established chain of local community pharmacies with years of experience and knowledge to help improve the health and wellbeing of customers and their families.

REQUIREMENT

The national pharmacy chain needed a solution to **update the full estate portfolio with new fixtures and fittings** to improve the stores and brand image. Due to the nature of the health retail sector, the stores had to remain open during trading hours and couldn't close due to customers collecting prescriptions. This meant the store staff would not be able to support the refit, so required RGIS to provide the following:

- **520 pharmacy stores** to be covered in phases
- Refit the stores with **new shelving, tile points and point of sale (POS)**
- To be **completed in working hours** with no disruption to staff, customers or business
- **Attention to detail** must be a priority

SOLUTION

The national pharmacy chain partnered with RGIS to complete the **store refit and merchandising project**, and provided the following:

- Scheduled teams of **two experienced RGIS merchandisers per store**
- Allocated **three to six hours per store** dependent on store size
- **De-merchandised all stock and shelf edge labelling**, so that the shop fitters could dismantle the old shelves and install the new fixtures
- **Implemented the new planograms**
- **All new POS was installed** in the correct locations
- **Printed shelf edge labels**
- **Re-merchandised** all new shelving and attached relevant pricing and promotion labels
- Graphics and category headers replaced
- **Date checked all products** to identify any out-of-date lines
- **Orders placed** for new, low stock and out of stock lines
- Arranged all products that had been discounted and were **highlighted in totes** in the stock room

RESULTS

The national pharmacy chain found by outsourcing the **store refit and merchandising project** to RGIS, the following results were achieved:

- First phase has been completed with **accuracy to detail** to the customer's satisfaction
- **Transferred discontinued stock** to other stores
- The stores had a **brand new image and a clean presentation** of all the items available in store



By partnering with RGIS, the national pharmacy chain found that all the stores had **successfully each had a completed refit with a brand new image** and clean presentation of all the items available in store



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People Services



Store Preparation



Utilise stock



High Accuracy



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