

Why does it pay off when customers feel comfortable and oriented in the store?

Luboš Korbelař

Group Commercial Director | Dr.Max

Retail Summit, 5 April 2022



Factors affecting how customers feel in a pharmacy

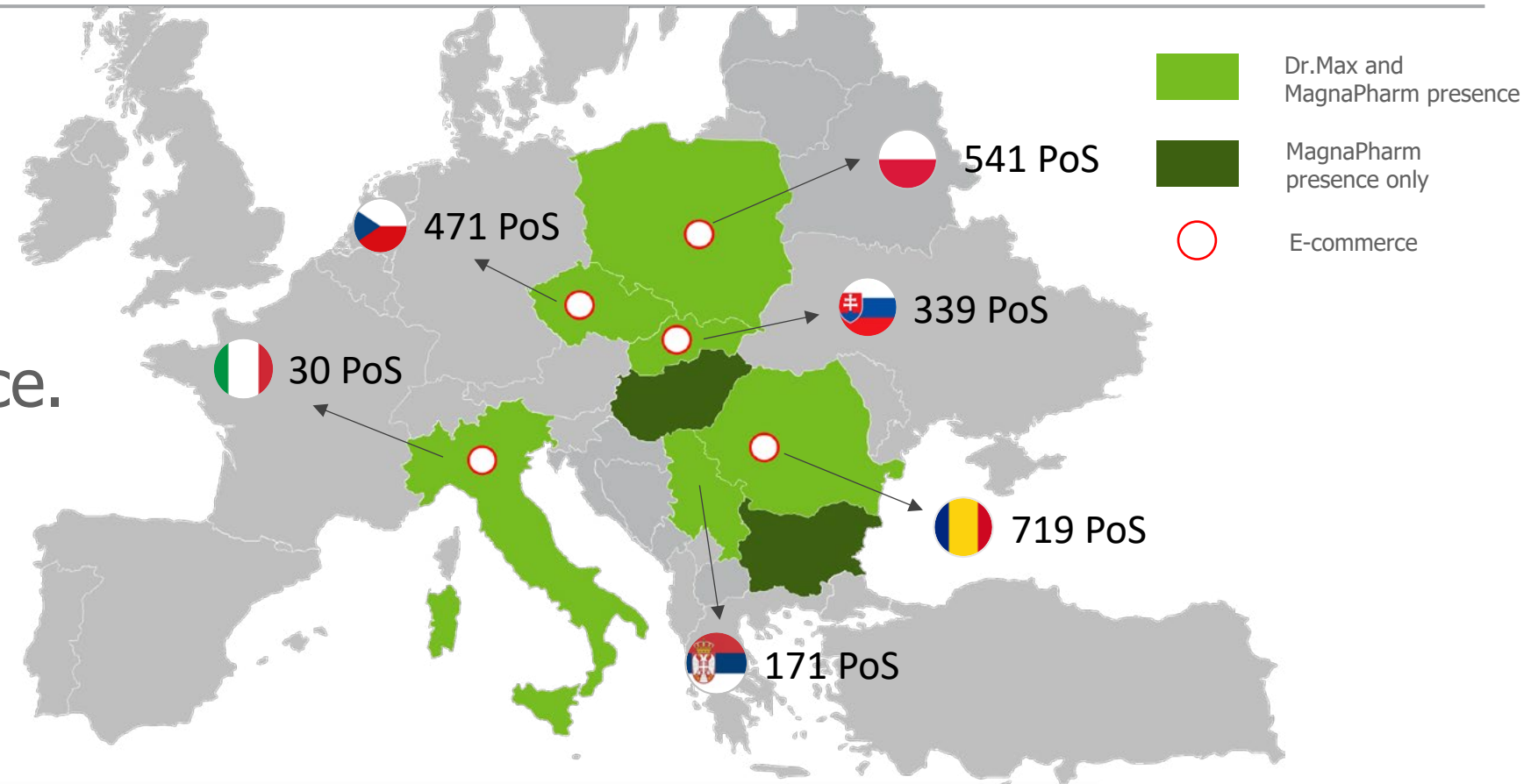
- Professional staff and level of communication skills.
- Availability and promotional offers.
- Speed – queues, logistics.
- Clarity, organization of the retail area.
- Cleanliness – visual.
- Clear communication of prices.
- New products vs. stability.



How customers perceive a visit does not only affect the immediate sales but especially the long-term relationship with the place of sale.

Variety of formats within Dr.Max Holding

- More than 2200 pharmacies.
- 6 countries.
- 50–1000 m² of retail space.
- Each pharmacy is unique in terms of space.
- Shopping behaviour varies significantly by location.
- Over 30 thousand products on display.



Although there are no two pharmacies alike, the space of each is planned and managed in detail. Each product has a clearly defined position and quantity displayed.

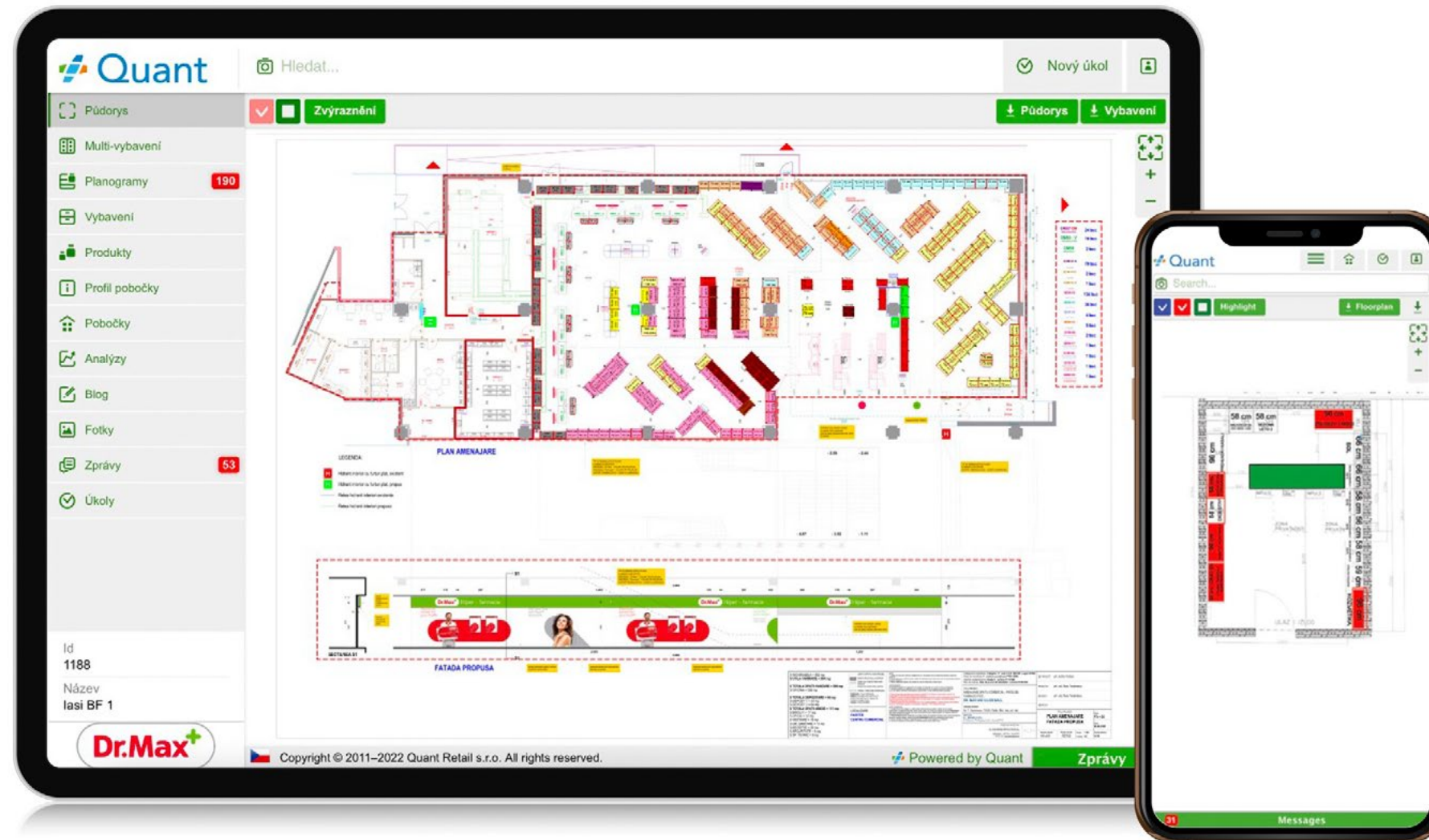
**How do we manage
the customer visit and
experience?**

Dr.Max⁺



Over 2000 current layouts tailored to the location

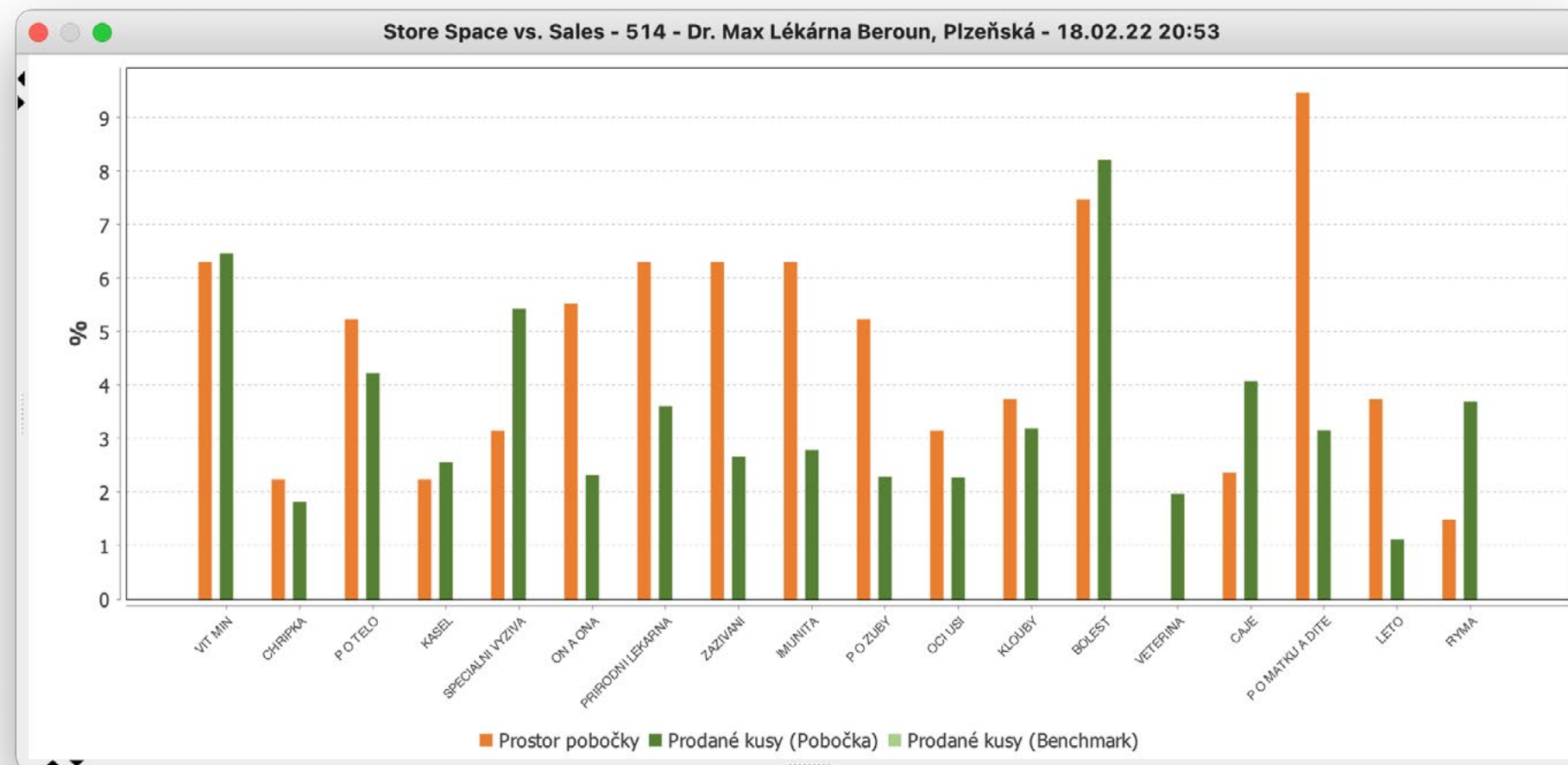
Dr.Max⁺



Significantly faster rebuilding and shorter time needed to open a new pharmacy.

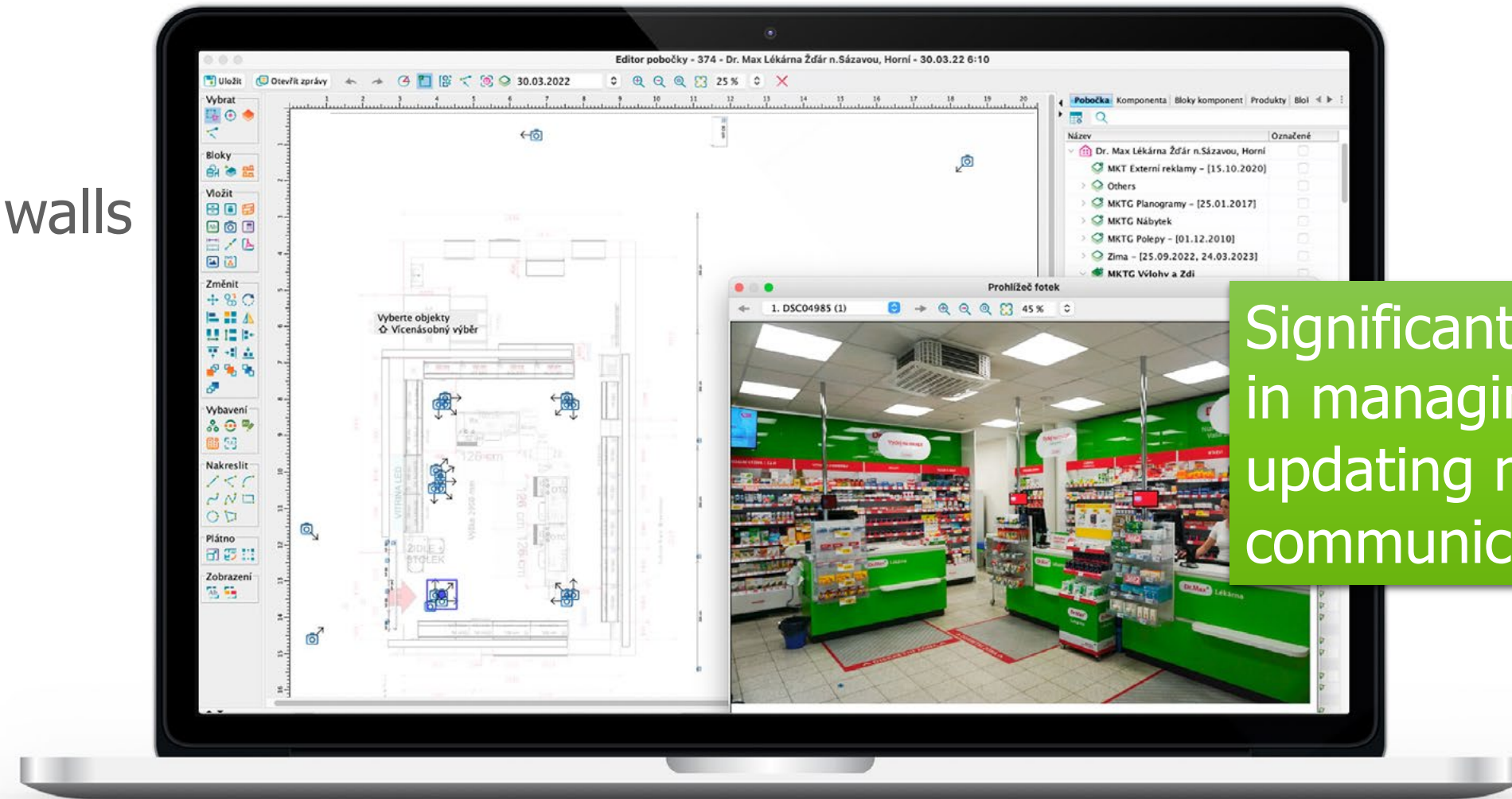
Evaluation of space and sales shares of categories

- Does the category of space correspond to sales?
- Which categories have the greatest growth potential?
- Space optimization in Serbia has resulted in an 8% increase in OTC sales.**



Detailed register of all fixtures

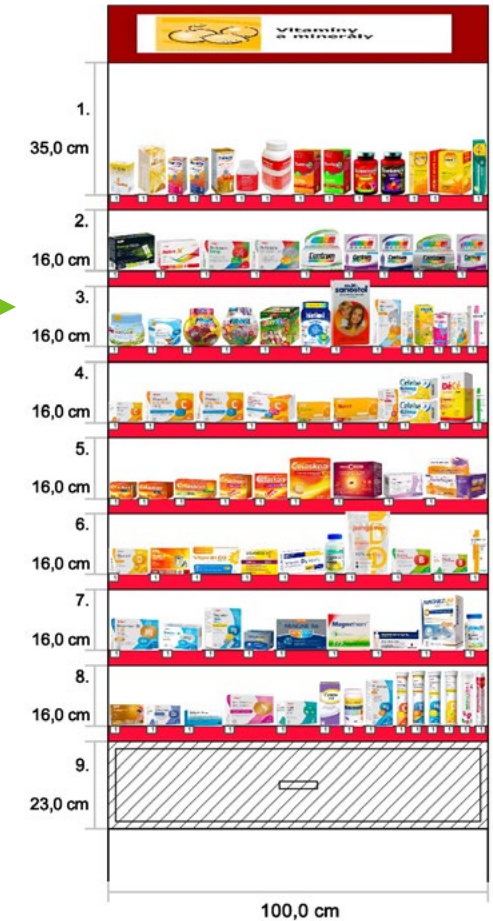
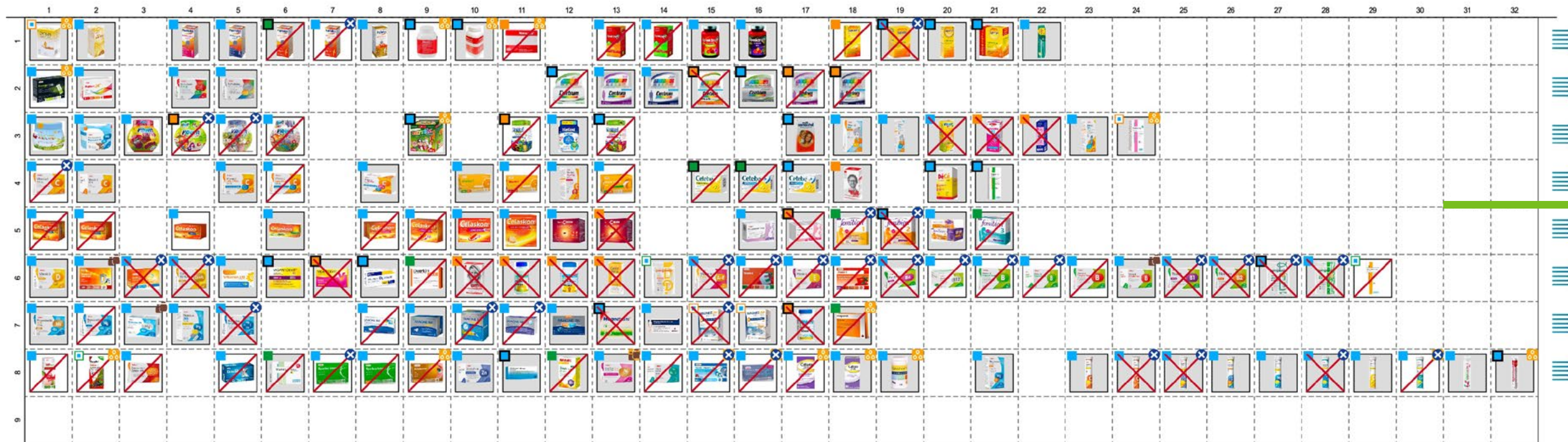
- Shelving fixtures
- Furniture
- Display windows and walls
- External advertising
- Posters
- Marketing materials
- Floor stickers
- Cash desks



Significant time savings
in managing and
updating marketing
communications.

Hundreds of optimized planograms from a single template

Dr.Max⁺



Creating a template in Quant takes a comparable amount of time as creating a planogram in regular planogram software.

Hundreds of optimized planograms from a single template

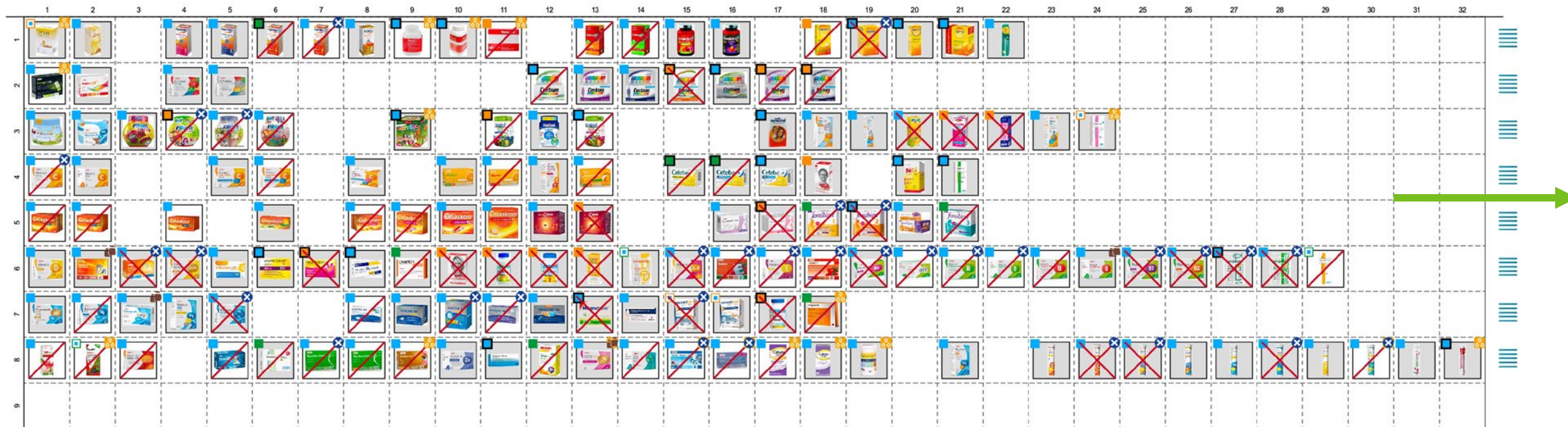
Dr.Max⁺



However, the result is not one particular planogram ...

Hundreds of optimized planograms from a single template

Dr.Max⁺



The result is hundreds of planograms optimized for specific stores, according to shelf dimensions, sales and business rules.

Pharmacy through the eyes of the customer

- From the created layouts and planograms, we can generate a 3D visualization of the pharmacy in Quant without any additional work.
- Heatmaps and highlights are also available in 3D.
- Easy initial evaluation of new concepts.



Photo documentation improves the quality of implementation

Dr.Max⁺

Quant Hľadať...

Cenovky v košíku

Přehled Plánogramy 4 Detail Produkty Fotografie

Připravené

Čekající 4

Implementované 37

Všetky

Vybavení

Produkty

Cenovky

Profil pobočky

Pobočky

Analýzy

Blog 91

Objednávky

Fotografie

Správy 99+

Id

Název vybavení
S03

Název multi-vybavení

Variety
BOLEŠŤ PREMIUM 1/1, ALERGIE 1/1

Šířka (vnitřní / celková)
96,0 / 100,0

Počet polic
9

Typy polic
Normální | Zásuvka

Hĺbka polic
9x30,0

Výšky polic
23,0 | 15,0 | 15,0 | 15,0 | 15,0 | 15,0 | 19,0 |

Přiradené

Zmenené

Odstránené

Implementovaný plánogram
Implementované

Dátum potvrzení
21. 03. 2022 (Týždeň 13)

Schválená implementácia
Nie

Duplikované

1. 23,0 cm

2. 15,0 cm

3. 15,0 cm

4. 15,0 cm

5. 15,0 cm

6. 15,0 cm

7. 15,0 cm

8. 19,0 cm

9. 40,0 cm

Powered by Quant

Správy

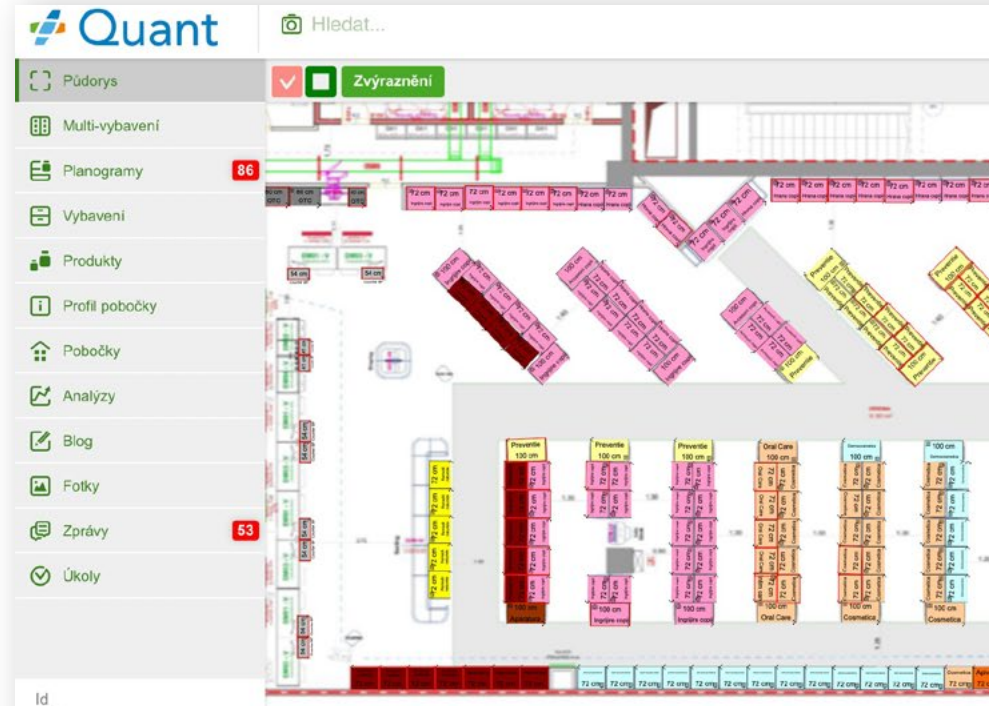
After the introduction of the confirmation of planogram implementation with photo attachment, the quality and accuracy have been improved.



Scalability and new formats

Introduction of new formats

- HiperPharmacia in Romania.
- Response to customer demand.
- New format in pharmacies.
- 1000 m² of retail space.
- Reinforced role of the self-service area.
- Efficient cost management.



Space management and planning processes make it much easier to introduce new formats and scale solutions to other countries.



The main benefits of comprehensive retail space management

Summary of the main benefits of space management in Quant

- **5–15%** increase in sales in key categories.
- **20–30%** reduction in overstock due to display of optimal amount of products.
- **40–60%** time savings on rebuilding and opening new stores.
- Refinement of automated ordering by linking Quant and Planning Wizard.
- A team of **2–3 people** in one country is sufficient for detailed space and category management.
- Saving staff time on a daily basis.
- Easier implementation of agreements with suppliers.
- Better customer experience thanks to easy orientation within the store.
- Availability of products relevant to the location.