**Tasks and methods of demonstrating goods in a pharmacy.**

Lecture outline:

1. Types of buyers - types of purchases.
2. Display of goods. Basic principles of pharmacy window design.
3. Main and additional places of sale of pharmaceutical products.

Research shows that about 40% of consumers make purchasing decisions at the point of sale - the pharmacy.

**There are three types of purchasing decisions:**

* **closed planned**(definite) - the buyer knows in advance what he is going to buy
* **open planned**(indefinite) - the buyer knows what type of product he needs, but has not decided on the brand
* **unplanned purchase**- the buyer has no intention of making a purchase.

Information and product display in a pharmacy often have a decisive influence on the purchasing decision. And here a lot will depend on the correct placement of the product in the pharmacy so that a potential buyer can easily “find” it.

The main objective of displaying goods or drugs on pharmacy shelves is to increase the satisfaction of visitors with the assortment of the pharmacy andproviding information about the availability of a particular product on the market.

Additional objectives of the demonstration are:

* improving the image of the manufacturing company
* facilitating the purchasing process
* providing convenience for customers
* the ability to make an independent, informed choice of pharmacy products
* retaining old customers and attracting new ones
* increase in purchase volume

The importance of demonstrating over-the-counter (OTC) drugs and other pharmacy products (dietary supplements, medical products, cosmetics, etc.) is determined by:

- development of self-medication; - the end consumer has the opportunity to choose from a wide variety of products; - the availability of many identical over-the-counter drugs at affordable prices; - making most purchasing decisions directly from pharmacies.

**The basic principle of decorating shop windows and the sales area as a whole iscompliance with legal regulations.**In accordance with the order of the Ministry of Health of the Russian Federation No. 647n “On approval of the Rules of Good Pharmacy Practice for Medicinal Products for Medical Use”:

Art. 34. The retail premises and (or) zone must be equipped with display cases, racks (gondolas) - with an open display of goods, providing the opportunity to review pharmaceutical products allowed for sale, as well as provide convenience in work for employees of the retail trade entity.

**Gondola**- This is a free-standing counter with shelves. The gondola has advantageous and disadvantageous areas. Advantageous areas are those located from waist level to eye level, where viewing and perception of the product is easy and convenient for the buyer.

Art.35. Information about over-the-counter medications can be placed on the shelf in the form of a poster, wobbler and other information media in order to provide the buyer with the opportunity to make an informed choice of a pharmacy product, obtain information about the manufacturer, the method of its use and in order to preserve the appearance of the product .

Art.36. Medicines sold without a prescription are placed on display cases taking into account the storage conditions provided for in the instructions for medical use and (or) on the packaging.

Prescription drugs may be stored in display cases, in glass and open cabinets, provided that customers do not have access to them.

Prescription drug products are housed separately from over-the-counter drug products in locked cabinets with "prescription drug" marked on the shelf or cabinet in which such drugs are housed.

There are also a number of generally accepted rules that must always be observed when planning the design of a sales area in a pharmacy:

* showcases should be filled with drugs as much as possible so that a person can clearly see the offered range
* products should be placed on shelves according to topic, and on each shelf there should be a sign with the name of the product group (vascular, cardiac drugs, etc.)
* drugs should be easily accessible so that, if necessary, the pharmacist can quickly find everything he needs
* the hall should be equipped in such a way that children and wheelchairs can easily pass through it, and it is also advisable to have seating (at least a couple of chairs will be enough)
* If a pharmacy offers various medicinal cosmetics, it is often recommended to have a special rack with testers so that an interested visitor has the opportunity to try the products
* The most popular products (water, napkins) should be placed directly near the cash register so that people pay attention to them in any case, since many of us sometimes simply forget to buy
* When placing a bank terminal, it is worth taking into account the fact that it is convenient for the buyer to enter a PIN code if necessary.

At the same time, the design of the sales area in a pharmacy should be in the most soothing colors. Light and neutral colors should predominate. Do not use very bright colors. The lighting should also not be too bright, but not dim.

It is also worth paying special attention to security measures. It is worth understanding that the pharmacy can be visited by people with small children and therefore you should not place poorly secured shelves, glass shelving, furniture with sharp corners, etc. In addition, you need to pay attention to the floor covering - it should not be very slippery, as this can lead to increased injuries, especially in winter.

**Main and additional places of sale of pharmaceutical products.**

**Place of sales**and it is customary to call the part of the sales floor where not only the products we offer are located, but there is contact between the product and the buyer, which means that conditions are created for making a purchase decision.

If a product is invisible, for example, because it is under a display case or is crowded with other products, then the space it occupies cannot in any way relate to sales points and is actually a storage space. But in a warehouse, goods are not sold, they just lie there and are stored. The main places of sale include the locations of all goods of any group. For example, the main points of sale in a pharmacy are parts of the display space allocated for antiallergic drugs, drugs for the treatment of colds, oral care products, etc.

The main points of sale allow customers to more easily navigate the pharmacy’s assortment, so the formation of a list of main points of sale should take into account consumer preferences and needs.

The main points of sale are quite static: a regular customer gets used to the fact that one or another main point of sale is located in a certain display case, which helps him feel more confident and comfortable in the pharmacy and quickly find the medicines he needs. This also increases sales and helps build customer loyalty.

Creating additional points of sale, or rather additional points of sale, allows you to increase the level of impulse purchases. They need to be allocated “hot” zones of the sales floor, taking into account the peculiarities of the route of movement of customers through the pharmacy, in particular at the entrance, at the “heads” of the gondolas, near related products, and in the checkout area.

When creating additional points of sale, you should adhere to certain rules:

* If a product sells poorly due to its invisibility, then it is better to locate an additional point of sale next to the main one, and if a product is poorly sold due to weak interest in it, its insufficient impulse, then it is better to locate an additional point of sale at a distance from the main one, increasing the number , not the quality of contact.
* Additional sales points should be created only for best-selling products. If the product is not at the peak of sales, then its additional display will lead to ineffective use of retail space.

It is important to remember that additional sales points cannot replace the main sales points. Therefore, you should not place various leading products at the main and additional points of sale, assuming that they will still find their buyer. An additional point should reinforce the product presented at the main point of sale, remind the buyer about it, but nothing more. Otherwise, a buyer who comes to the pharmacy for a specific drug and does not find it in the usual place will either buy some substitute (usually cheaper) instead, or will leave the pharmacy altogether, confident that you do not have the drug he needs. Not all customers will start looking for a new display location or ask questions to pharmacy employees.

Additional sales points should be highlighted using promotional materials and design solutions. For example, for these purposes you can use branded price tags, wobblers, shelf talkers, shelf stoppers, posters, corrugated tapes, etc.

**PRACTICAL TASK**

**EXERCISE 1.**Answer the following questions in writing in your notebook:

1. What is the difference between an additional sale and a complex sale? Give an example.
2. What information should a price tag contain and how should it be placed correctly?

**TASK 2.**Solve test tasks (choose one correct answer)

**1.Unplanned purchaseoccurs when**

1. the buyer knows in advance what he is going to buy
2. the buyer knows what type of product he needs, but has not decided on the brand
3. the buyer has no intention of making a purchase

**2. The main purpose of displaying goods or drugs on pharmacy shelves is all except:**

1. increasing customer satisfaction with the pharmacy assortment
2. providing information about the availability of a particular product on the market
3. retaining old customers and attracting new ones

**3.Gondola**- This

1. free-standing counter with shelves
2. pharmacist workplace
3. closet with tightly closing doors

**4.Display windows in a pharmacy should be:**

1. filled with drugs as much as possible so that a person can clearly see the offered range
2. filled to 60% to create the impression that the products offered are in demand
3. only glass with lockable doors

**5.Additional sales points are created for:**

1. best-selling products
2. new products
3. poorly selling goods