

Consumer preparation checklist

Store: _____

Associate Name: _____

Daily Tasks

DIRECTIONS: Check the box to the left of each task as it is completed. For more information, refer to Front-End Basics Guide.

Outside: Have an identifiable, exceptionally clean exterior/entrance

- Clean/plow parking lot and remove trash from exterior of building
- Ensure that lighting on any exterior signage is working so that store is clearly branded from the street Clean exterior sidewalks and entry door (sweep or shovel as needed)
- Clean entry windows and pull any outdated information posted in windows, entryway, on bulletin boards, etc.
- Ensure entry into store is uncluttered with appearance of a retail healthcare destination

Inside: Condition your store to meet the expectations of a retail healthcare destination

- Clean floors and ensure an unobstructed view to the pharmacy
- Ensure there is no loose merchandise on the floor and shopping baskets have been returned to the front of store
- Clean shelves and dust product as needed
- Ensure your shelves are well stocked, and if applicable, put away product from your front end/OTC order(s)
- Face product by pulling all items to the front and left-align the shelf label with the product, working category by category, shelf by shelf
- Identify all merchandise with a missing or incorrect price on the product and/or corresponding shelf label and correct
- Ensure all the displays and end caps are also faced, well stocked, and have signage with price and savings information
- Identify and order any products out of stock on your shelf following your normal store inventory-replenishment procedures
- Handle items that are discontinued; remove and place in a maintained clearance section
- Pull any damaged product and place in clearance section; dispose of or return depending on current return procedures
- Check for and pull any outdated product and dispose of it
- Maintain branded point-of-purchase materials such as shelf talkers

Refer to [FrontEdge section](#) on McKesson ConnectSM for additional item-selection opportunities if you still have product holes after store conditioning, most recent product order has been stocked, or order has been placed.

Execute the basics of a successful retail business

- Reconcile cash, checks and credit card receipts to your daily sales total (either end of day or before store opening)
- Count down drawer and prepare deposit
- Document daily transactions and sale totals

Weekly and Monthly Tasks

Weekly (same day every week)

- Run and review weekly sales report, transactions and other point-of-sale reports as applicable
- Run and review out-of-stock report (take action as needed)
- Execute your price-change updates
- Pull [price-change report](#) on McKesson Connect and update labels with price as applicable

Monthly

- Execute returns
- Change out promotional merchandise and materials (refer to [Health Mart In-Store Promotional Program Implementation Checklist](#) for specific steps)
- Remove and refresh as needed: outdated posters, signs, shelf talkers
- Review OTC categories and top-ranking items in each category to ensure stock and order quantities are adequate
- Print current [FrontEdge Planogram](#) page on McKesson Connect and/or SPAR visit scheduled/prepared for
- Confirm that pricing and margins are in line with local competition
- Review your data, sales success and opportunities, and make adjustments for improvement as needed
- Maintain exterior of building to ensure branded signage is in good condition and visible from the street

Consumer Preparation Action Plan

Any outstanding tasks or additional items that need to be completed by associate, manager or owner.

| Tasks | Who needs to complete | When it needs to be completed |
|-------|-----------------------|-------------------------------|
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Why maintain your front end?

- **Your front end is the most visible aspect of your brand.** What impression is your front end giving your customers?
- **Every dollar sale in your front end generates approximately 9 cents more profit than a dollar of prescription sales.**¹ As prescription margins continue to decline, you need a way to make that money back, and your front end is an ideal resource to help support your profit.
- **76% of buying decisions are made in-store.**² Properly preparing your store for consumers and being ready to sell is critical to your success!
- You have to provide your consumer with everything that they would expect to get from their drug store trip. The consumer gets more starved for time every day, and if they have to make an additional stop after visiting your store to pick up an item usually purchased during their drug store trip, eventually this hassle may lead them to get all of their prescriptions and frontend products from a retailer that can **meet all of their needs in a single trip.**

¹ National Community Pharmacists Association. 2011 [NCPA Digest](#). Accessed September 22, 2012.

² [Shoppers Are Making More Purchasing Decisions In-Store Than Ever Before](#). 2012 Shopper Engagement Study. POPAI. The Global Association for Marketing at Retail. May 9, 2012. Accessed September 22, 2012.



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