

## Checklist: Making Your Front End Work Better for You

Do you view your store's front end through the viewpoint of your customers? Merchandising for an excellent customer experience helps to attract patients and keep them coming back. Don't overlook one of the most profitable areas of your store. Print out this list and check the box to the left of each task as it is completed.

### Daily Tasks

#### Outside: Create an Inviting Exterior & Entrance

- Clean parking lot (plow if need)
- Remove trash from all exterior of building and sidewalks
- Ensure exterior signage lighting is working so that your store name is clearly visible from the street
- Sweep and clean entry door (or shovel as needed)
- Clean windows and pull any outdated information posted in windows, entryway, on bulletin boards, etc.
- Make sure store entry is uncluttered

#### Interior Appearance: Look like a High-Quality HealthCare Destination

- Clean floors and shelves, dusting products as needed
- Return shopping baskets to the front of the store and pick-up any merchandise that's fallen to the floor
- Ensure shelves are well stocked, and if applicable, put away product from your front end/OTC order(s)
- Shelf-by-self, ensure all items are faced, pulled to front, and are left-aligned with the product
- Ensure all the displays/end caps are well-stocked with faced items and have pricing/savings signage
- Identify and order any products out of stock on your shelf using your inventory-replenishment process
- Pull any damaged product and dispose of /return using your current procedures
- Review appearance of branded point-of-purchase materials (e.g., shelf talkers, danglers, tent cards)
- Ensure unobstructed view to the backend of the pharmacy

#### Financials: Execute the Business Basics

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

### Weekly/Monthly Tasks

#### Interior Appearance: Maintain

Working category-by-category:

- Identify missing merchandise on each self and replace
- Review prices on products and/or corresponding shelf labels, and correct any issues discovered
- Ensure recent product order has been stocked, or order has been placed
- Check for outdated / discontinued products, pull product, and execute returns or dispose
- Change out seasonal merchandise and promotional material
- Remove outdated or damaged décor, posters, signs, shelf talkers, etc., and refresh as needed

#### Financial: Drive Front-End Profitability

- Run weekly sales, transaction, out-of-stock and other point-of-sale reports
- Review category sales, top-ranking items, slow-movers, etc., and make adjustments for improvement
- Confirm that pricing and margins are in line with local competition, and update pricing labels as needed