

# GROW YOUR PHARMACY



Pharmacy  
at **SPAR** 

Your own independent pharmacy with the  
corporate support of a big brother

## Strength with Flexibility

The SPAR Group of Southern Africa would like to offer you the best of both worlds... the freedom of your independently owned pharmacy with the support of a powerful parent company in SPAR. With economies of scale ensuring highly competitive pricing, a household name trusted by South Africans and complete operational support. SPAR will ensure that our success becomes your success.

### Corporate Support

- Marketing, advertising and brand promotion
- Human resources & training
- Financial systems, operational support & so much more

### Independence & leading products at the right price

- SPAR's category management system helps optimise categories and profitability
- SPAR's F1 business system – a highly effective set of business tools
- Large range of SPAR Brand products at affordable prices
- Highly competitive, creating an edge over the competition

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The SPAR organization (operating in South Africa for over 50 years) consists of SPAR retailers, which are independent store-owners (voluntary traders) and SPAR Distribution Centres, that provide leadership and services to SPAR members in their respective regions. Since the 1930's, voluntary trading has proved to be an effective solution to the threat of large grocery chains.

Having an extremely well established supply chain, SPAR has fine-tuned its logistical systems to be both highly effective and convenient, giving SPAR members a distinct competitive edge which results from lower prices and optimum availability of stock.



SPAR is built on the principles of Entrepreneurship, Family Values and Passion.

The Pharmacy at SPAR concept was fuelled by the SPAR philosophy, which has encapsulated caring as one of its core attributes, and has always been committed to caring for its customers and their families. As a result, the SPAR name is one of the most loved and trusted brands by people in all walks of life.

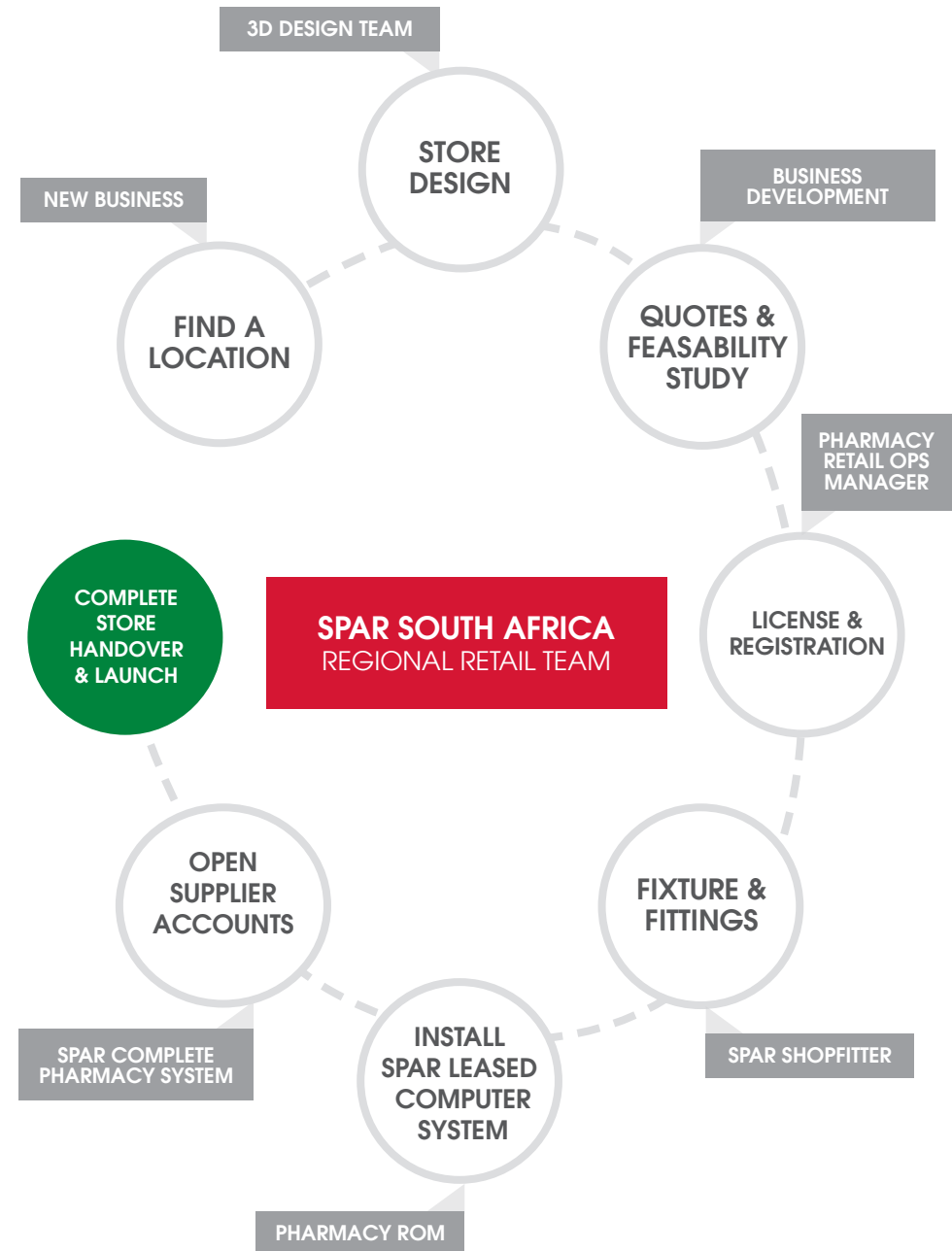
Pharmacy at SPAR was the next logical step in providing an all-encompassing service to customers as an extension of our caring high ground.





## SPROUT – SPAR SETUP ASSISTANCE

The support starts from the minute you contact the SPAR retail team, with our convenient start-up process. The start up process is designed to help you start your new business with the minimized barriers and the most strategic launch to market.





## CANOPY – STORE DESIGN

The SPAR merchandising team is deeply involved in every step of the set up, from conceptualisation, site location to store design in order to tailor the pharmacy to best fit your market's needs. Using consumer research, the pharmacies are designed to satisfy all customer needs and alleviate any inefficiencies during the purchase.

Easily recognisable, visible exterior signage is used (at a price that conforms to budget). The interior look and feel is based on ongoing market research, and is designed to create an ambience, which encourages loyalty. We believe this will do for the pharmacy industry what our TOPS brand has done for the South African liquor industry. Pharmacy Council sets the design and the DC design departments compile plans at no charge to you. The Pharmacy at SPAR concept is delivered as a turnkey solution.



## TRUNK – SPAR SUPPORT STRUCTURES

### The benefits of having a big brother

- The Pharmacy at SPAR store **location** in or near a SUPERSPAR, SPAR or KWIKSPAR means regular foot traffic
- **Lease** negotiation using substantial SPAR muscle
- **Rental agreement** through SPAR for the Pharmacy at SPAR computer hardware and software system, including free ordering and clinic system, upgraded and supported by computassist
- **Catman** (Category Management) – SPAR's very own category management system, breaks your store into categories and manages them according to profitability – effective tool for pharmacy used by major corporates
- **SPAR F1** – business system incorporating:
  - Tablet app – this cutting edge business application enables you to control every aspect of your business: GP, costs, purchases, sales analysis of any product from any particular date or time range, manage your categories and play with price and quantity, check medical aid analysis, debtors and even send emails and stats
  - Pharmacy at SPAR healthcare magazine
  - Better pricing / data fees paid to you quarterly



- Bi-monthly Pharmacy at SPAR front **staff training** incorporating business and sales techniques
- 3 day SPAR Pharmacist **induction programme** at the SPAR Training Academy in Pinetown prior to opening of new store
- Ongoing support from your Pharmacy at SPAR Retail Operations Manager
- Pharmacy at SPAR **radio channel** playing throughout your pharmacy with appropriate music for your specific area and customer base and interviews, dialogue and adverts particular to the SPAR promotions and theme
- Pharmacy at SPAR **customer app**, particular to your store with your services - adaptable and integrative
- Modern **advertising** platforms – monthly promotional leaflets, posters and shelf talkers

- **Own brand products** – including nebs, BP machines, glucometers, cholesterol meters and various panel tests such as pregnancy, multi-drug and ovulation kits at affordable prices
- **Clinic** set-up assistance with our own urinalysis and other screening equipment and clinic computerised programme
- **Group data fee** negotiated centrally and is paid to pharmacies quarterly
- Efficiency **bonuses** paid out to you by SPAR's designated pharmaceutical wholesalers
- SPAR Distribution Centre **account** for the ordering of personal care and other categories at SPAR wholesale prices
- **Centralised database** – patients can get their repeat scripts at any Pharmacy at SPAR country wide
- Short dated stock rotation between pharmacies before expiry
- **New business opportunities** - once you are an existing Pharmacy at SPAR owner
- Benefit of being on the **Medicals Aids** Preferred Provider Networks (PPN) most of which are already in place



Pharmacy at SPAR was re-launched in 2013, has many highly successful pharmacies near SPAR outlets across the country and is rapidly expanding its footprint.

**Ownership:** Pharmacy at SPAR is an exciting business opportunity if you are an existing independent pharmacy owner or if you are looking to open a new business. The SPAR retail team will help manage the project for you, from the first engagement, right through the development process, ending in the handover of a complete business and post-implementation support.

**Positioning:** The pharmacy can be located in-store, or a line shop, in the line-of-sight from the main SPAR entrance. Optimal positioning is as close to the entrance of the SPAR as possible. The convenience of having a pharmacy right inside or adjacent to a local SPAR store is an enormous benefit to time-strapped customers, with the added bonus of knowing they will receive that extra special level of care and concern, as only SPAR knows how to deliver.

#### **Prerequisites**

- Passionate about helping people and committed to caring for them



- Ability to implement SPAR's tools and business efficiencies
- Customer service orientated & good people management
- Good communication through SPAR structures – Retail Operations Manager & Central Office
- Pharmacy experience is an advantage
- A minimum site of 90 square metres in a SPAR store/ Minimum of 140 square metres for a line shop
- Pharmacist must at all times be on site while the pharmacy is open and all Good Pharmacy Practice (GPP) must be complied with





## BRANCHES – **STRENGTH IN NUMBERS**

Join the big family that cares for and grows your business using state of the art business tools and a uniquely innovative pharmacy model.

**Brand Equity:** The power of the established brand vs. an unbranded entity creates a dynamic that can achieve break-even much faster, while also accelerating and stimulating growth of more mature businesses. The saleability of the pharmacy as a business is also further enhanced because of its association with a national brand.

**SPAR Account:** A SPAR account will ensure better buying of front shop products, which will increase Pharmacy at SPAR profits.

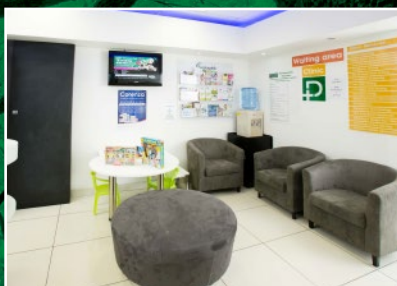
**Collective Bargaining Power:** This substantial backing is of assistance when there are issues with supplier support. Better pricing is also negotiated on a national level.

**Price Perception:** Better price perception with the backing of a brand that advertises in newspapers and on leaflets. Promotional leaflets also enhance better price perceptions.

Enjoy a symbiotic relationship and get the edge on competitors with Pharmacy at SPAR's dynamic tools and SPAR Group support, designed to grow your business at a very healthy rate!







Pharmacy  
at SPAR 

CONTACT US

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