



MARKETING *Club* 173rd

173rd Marketing Club
129th Business Club
42nd Jeddah Club

POS

Management & Merchandising



CLUB FOUNDER, HOST
DR. MAHMOUD BAHGAT
LEGENDARY DIRECTOR



JOIN FREE

LIVE WEBINAR

Date

4-2

2025

Tuesday

9 pm



Egypt

10 pm



KSA

11 pm



UAE

Place

Online
Zoom



Instructor
Dr. Mohamed Elshaht
Marketing manager

Pharmacy Selling

Passion, Focus, Results



DR. Mohamed Elshahat





Core of our training



Session	Content	Trainer
Derma 1	Understanding skin – Skin types and conditions	Dr/Alshahat
Soft skills 1	Pharmacy selling & POS Management 1	Dr/Alshahat
Derma 2	Sun protection, Aging & Hyper-Pigmentation	Dr/Alshahat
Soft skills 2	Pharmacy Selling & <u>POS Management 2</u>	Dr/Alshahat
Derma 3	Under eye, Dry skin and Oily skin problems	Dr/Alshahat
Soft skills 3	Communication skills & CLP	Dr/Alshahat
Derma 4	Skin revision & Skin brands	Dr/Alshahat
Soft skills 4	Leadership, Business ethics & etiquette	Dr/Alshahat
Derma 5	Hair problems and treatment	Dr/Alshahat
Soft skills 5	Time management, Conflict management & Emotional Int.	Dr/Alshahat
final exam		



WHAT IS POSM?



YOUR CONCERN!!!





Merchandising Knowledge



CONTENTS

- **Merchandising Definition**
 - - Increasing the turnover of a Pharmacy
- **Dermo Cosmetic Development**
- **The Windows**
 - Easily identified pharmacy
 - Pharmacy seen from far and close
 - Image of the pharmacy
- **The flux**
- **Lighting**
- **Furniture**
- **Point of sale organization : Zoning Theory**
- **Subcategory implantation**
- **The three types of Merchandising**
- **ST suggestions**



Merchandising Definition

Merchandising is the complete set of methods and techniques used on the point of sale to ensure better sales of the product through its presentation, promotion and management.



What lever can we work on to increase the turnover of the pharmacy?



Two levers :

- Average purchase per customer
- Number of customers





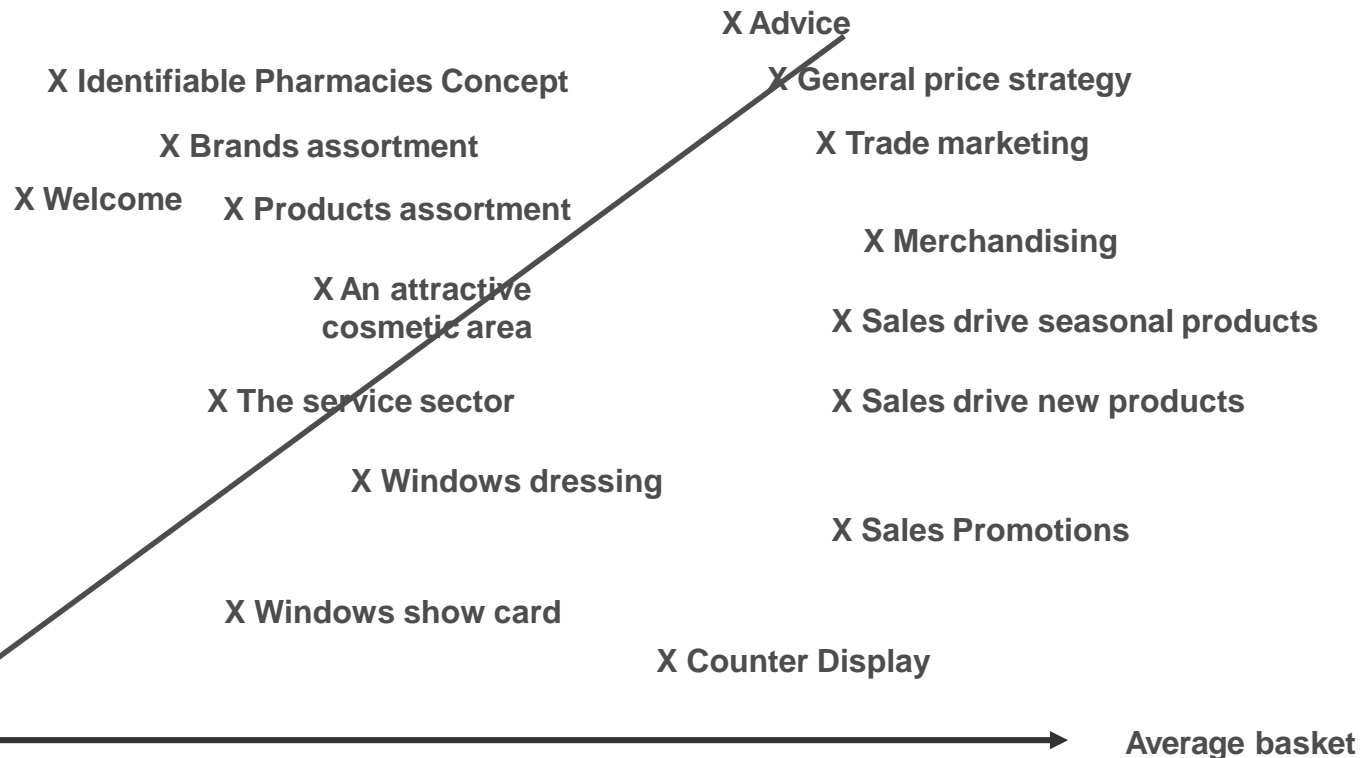
What lever can we work on to increase the turnover of the pharmacy?



Two levers :

- Average purchase per customer
- Number of customers

Number of buyers





DERMO COSMETIC DEVELOPMENT



4 main points

- **The Window**
- **The Flux**
- **The Furniture**
- **The Merchandising**



THE WINDOW

To catch our customers' attention, we need

Why?

- From 1.50 to 2.50 meters width
- Not more than 1.50 meters height
- A small podium (40cm height, 60cm depth)

!!! 7 X (EX) !!!



Window Display



An eye-catching window Rules to follow:

A visual attention catcher to create an emotion.

Brand's logo at the best place in

synergy with the attention catcher.

The implementation (slogan + texts) Clear and explicit, it educates the customer and guides him in his choice.

Products decor and theatricalization: create an atmosphere, it is essential for window reminding.





Window Display

Example:







WHAT IS THE MEANING OF

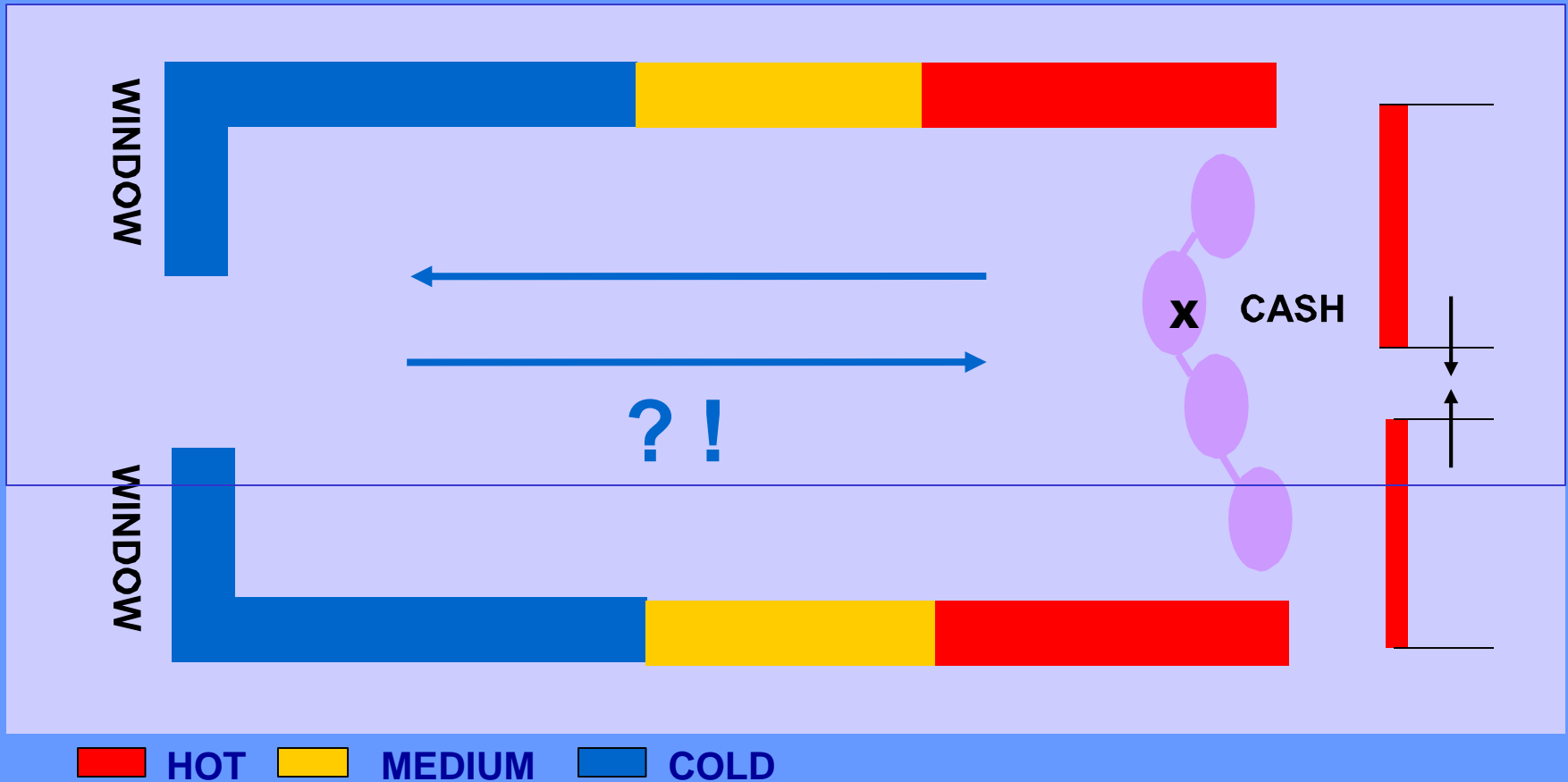
FLUX



Point of sale organization and optimization will follow from the flux.

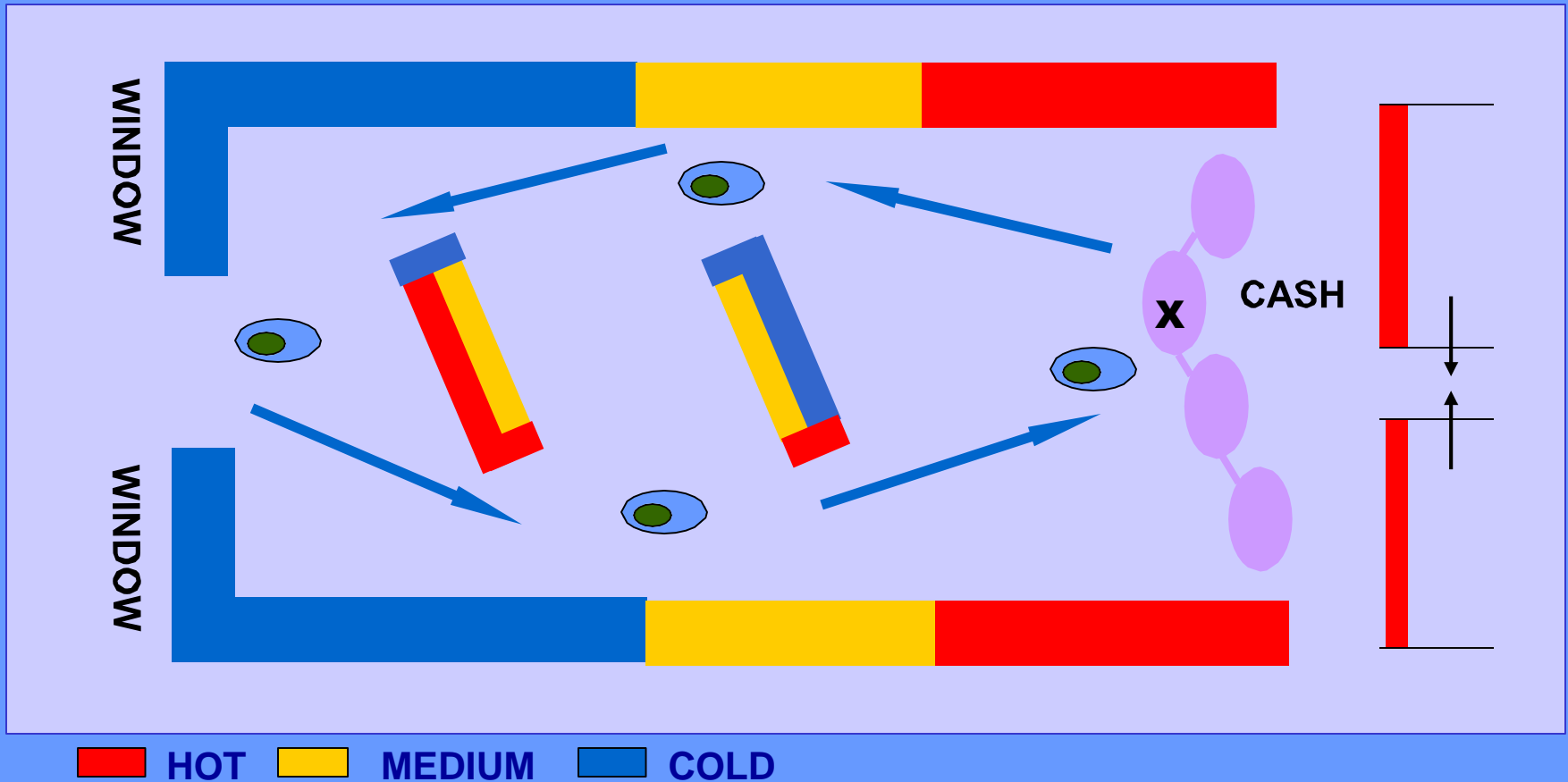


THE FLUX



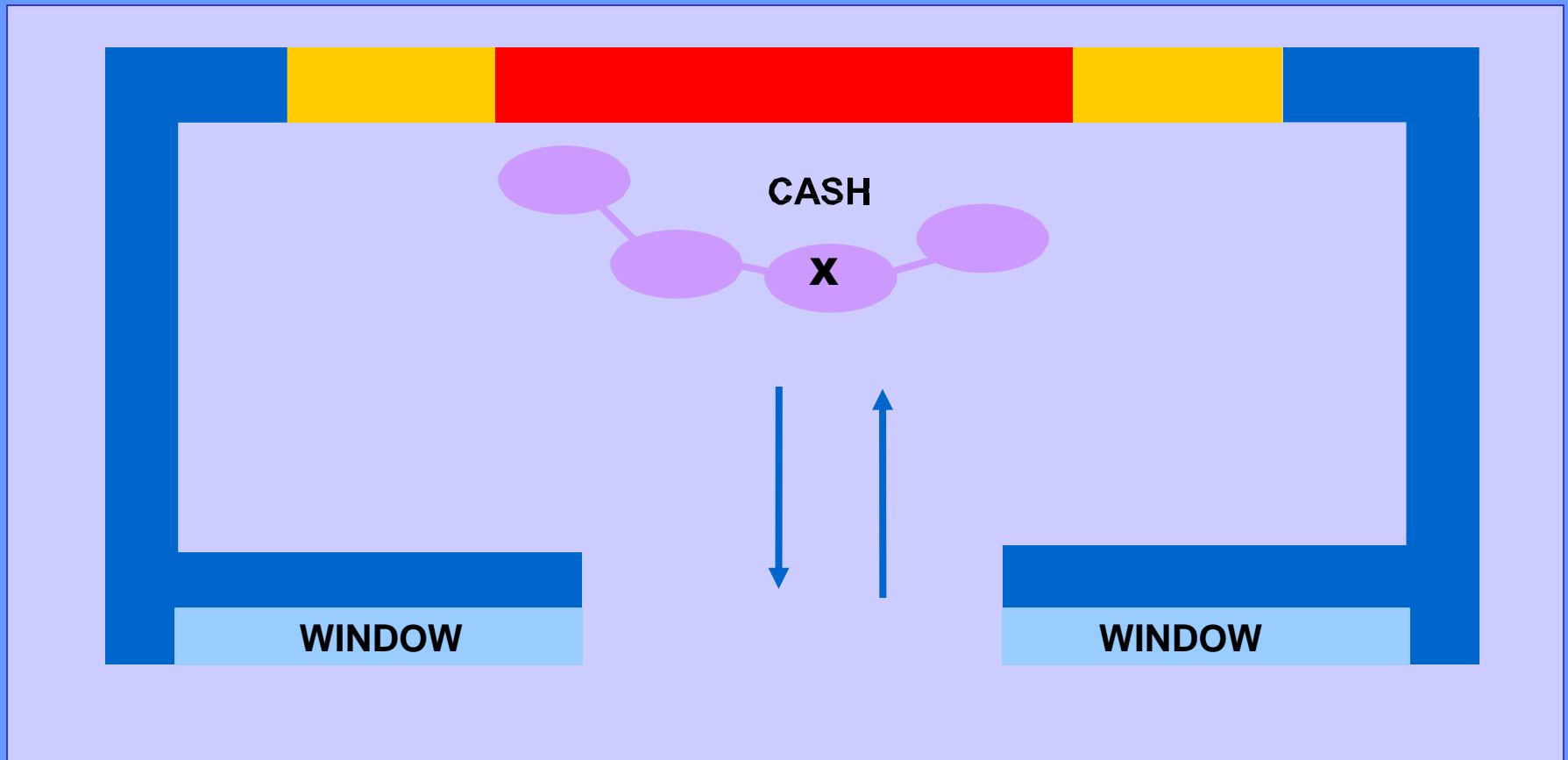


THE FLUX





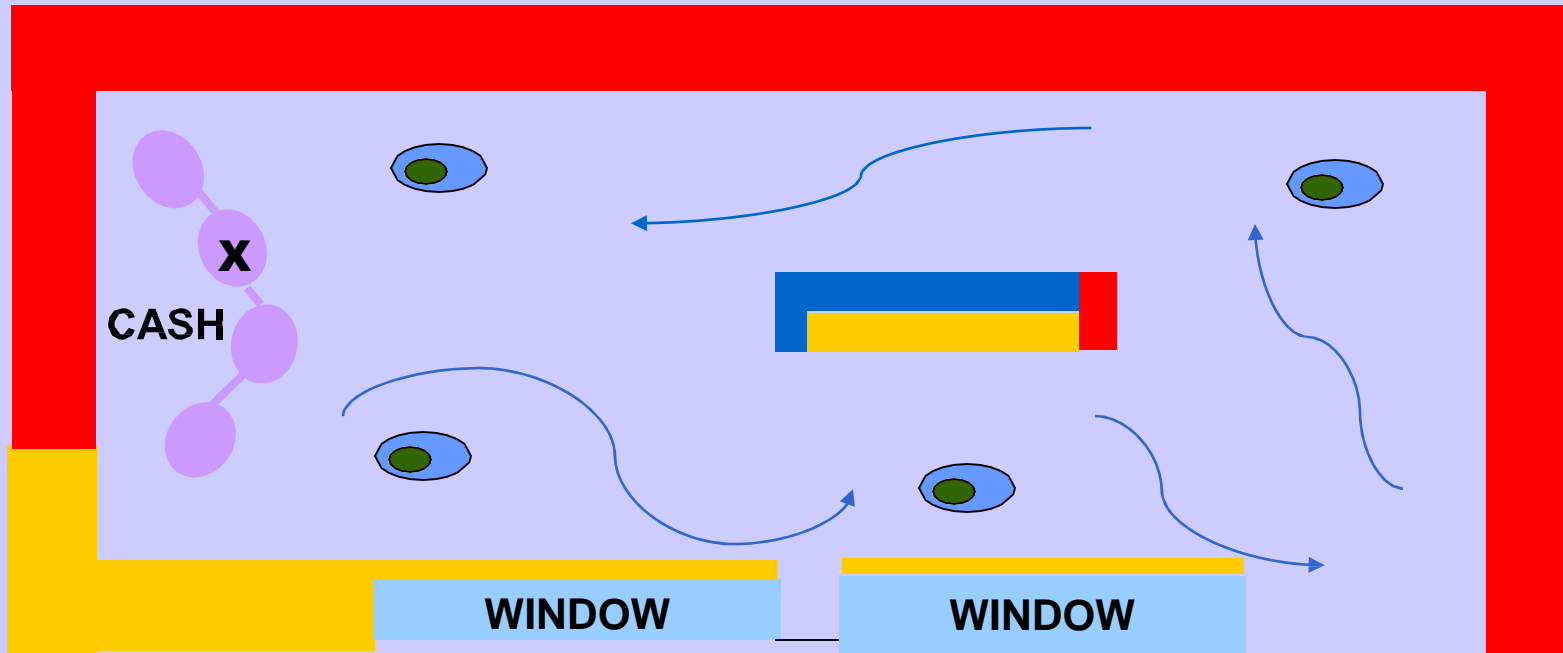
THE FLUX



 **HOT**  **MEDIUM**  **COLD**



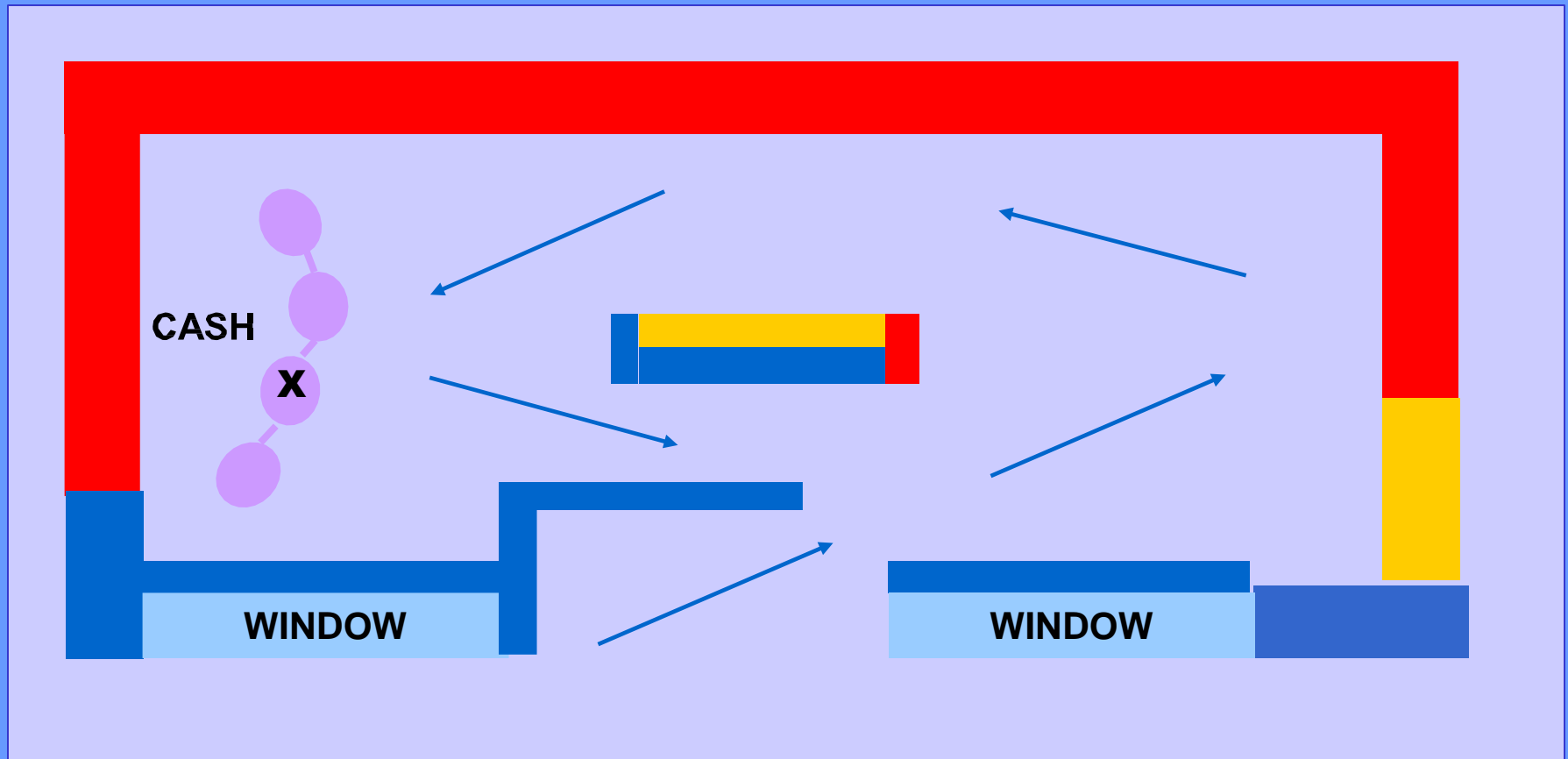
THE FLUX



 **HOT**  **MEDIUM**  **COLD**



THE FLUX



 HOT  MEDIUM  COLD

LIGHTING



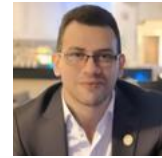
International



Marketing Club

Sharpen Your Skills

LIGHTING



Background:

- Since the early 1900s, when fluorescent lighting was first introduced, it's grown to become ubiquitous for use in all types of retail environments as well as in offices, schools, hospitals and more. Their advantages include being cooler and more energy efficient than incandescent lights. Their disadvantages, however, are many. The light they produce is unnaturally sterile-looking, which may be fine for hospitals and clinics but not so attractive in a retail pharmacy setting. The tubes also contain mercury, which makes their disposal harmful to the environment when not done properly.
- LED (light emitting diode) lighting, which has recently become much more affordable due to vastly improved manufacturing techniques, is by far the most "green" form of illumination. It will save you money on your electric bill and also your maintenance costs since LEDs have an incredibly long operational lifespan. They produce very little heat, minimal infrared and nearly zero UV emissions. Their light is focused in a single direction, allowing it to be directed toward a specific area or location. They're also easily dimmable, allowing for the ability to create different moods in different sections of your store.

LIGHTING



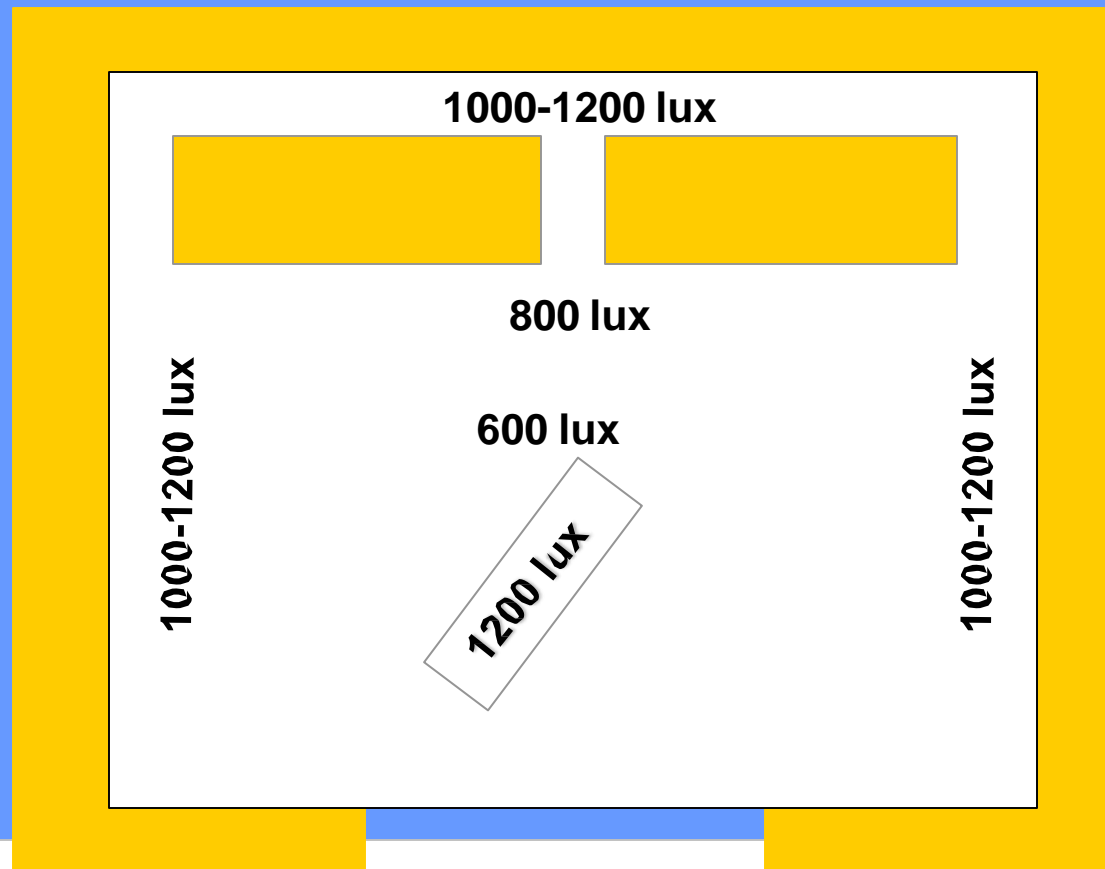
Factors to consider:

- The quality and amount of illumination utilized in your pharmacy can be used to make a statement that reinforces your brand identity. Light distribution should account for creating a sense of comfort for customers, fostering a feeling of well-being while purposefully highlighting featured displays and enhancing colors while avoiding glare. A successful lighting statement should start outside the main entrance in an effort to clearly display the desired store image. It should be focused on attracting potential customer attention and conveying the promise of a specific retail merchandising message, setting visitor expectations for a level of quality and a positive shopping experience.
- Once inside the store, customers should be greeted by a lighting arrangement that attractively promotes the merchandise, enhancing its appeal and helping motivate viewers to initiate purchases. Interior lighting goes hand-in-hand with pharmacy design, and a successful retail environment should, ideally, appeal to all the senses. Interestingly, it's estimated that as much as 80% of the sensory data received by shoppers comes through the eyes. Lighting has a direct influence on the visual mood created during a shopping experience.
- Give some extra thought to lighting in your pharmacy design. Create the mood and style that speaks to your brand, and the rewards should be forthcoming.



LIGHTING

Luminous flux



A typical 60-watt incandescent bulb emits approximately 800 lumens, while a 100-watt incandescent bulb produces around 1600 lumens. Therefore, a light source rated at 1200 lumens **delivers a luminosity that surpasses standard household bulbs but falls short of the intensity of a 100-watt bulb**



FURNITURE

Avoid !

The furniture purpose:

- Establish an attractive presentation
- Clearly presented by product range
- Adapt to different products size



FURNITURE



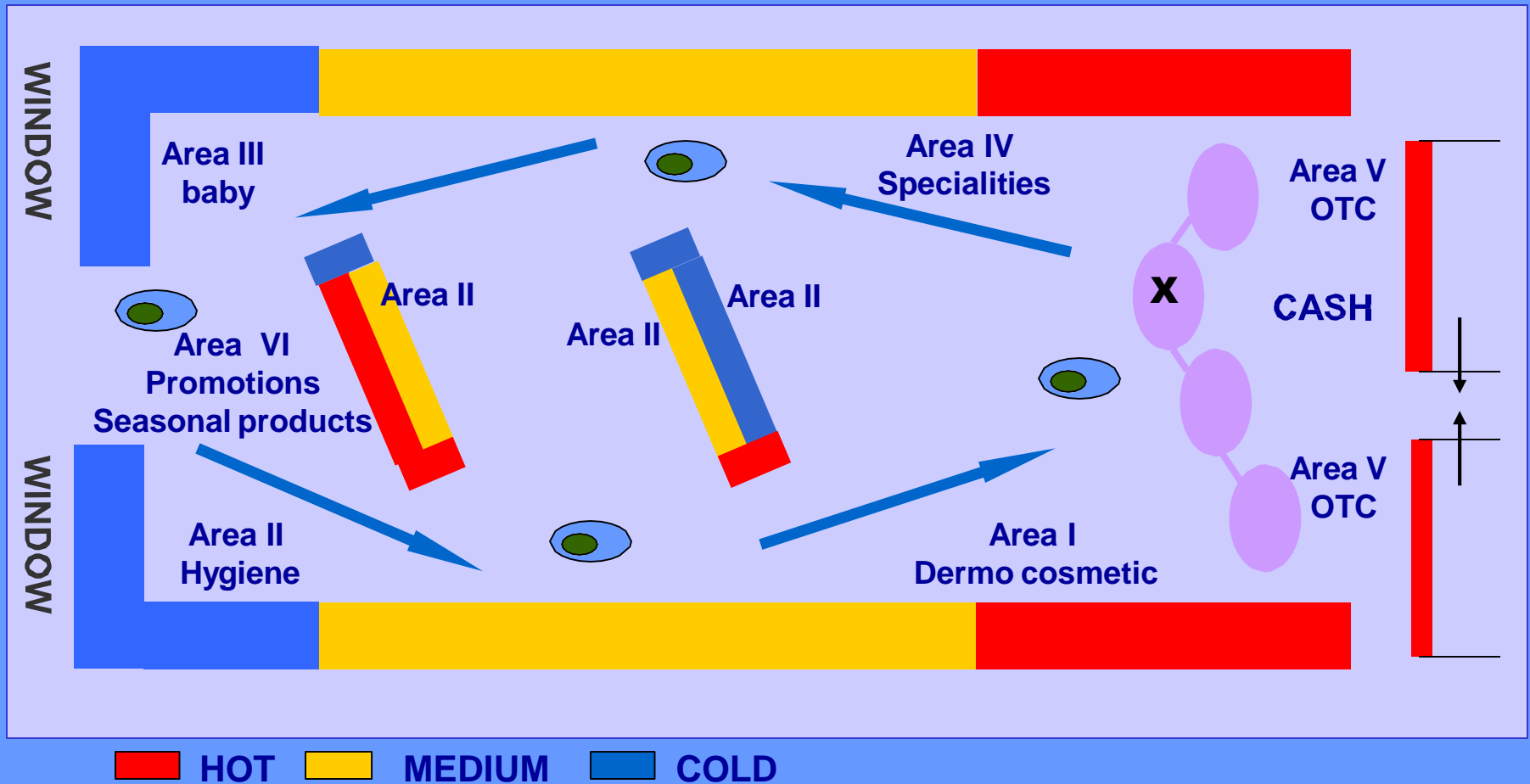
Rules to follow

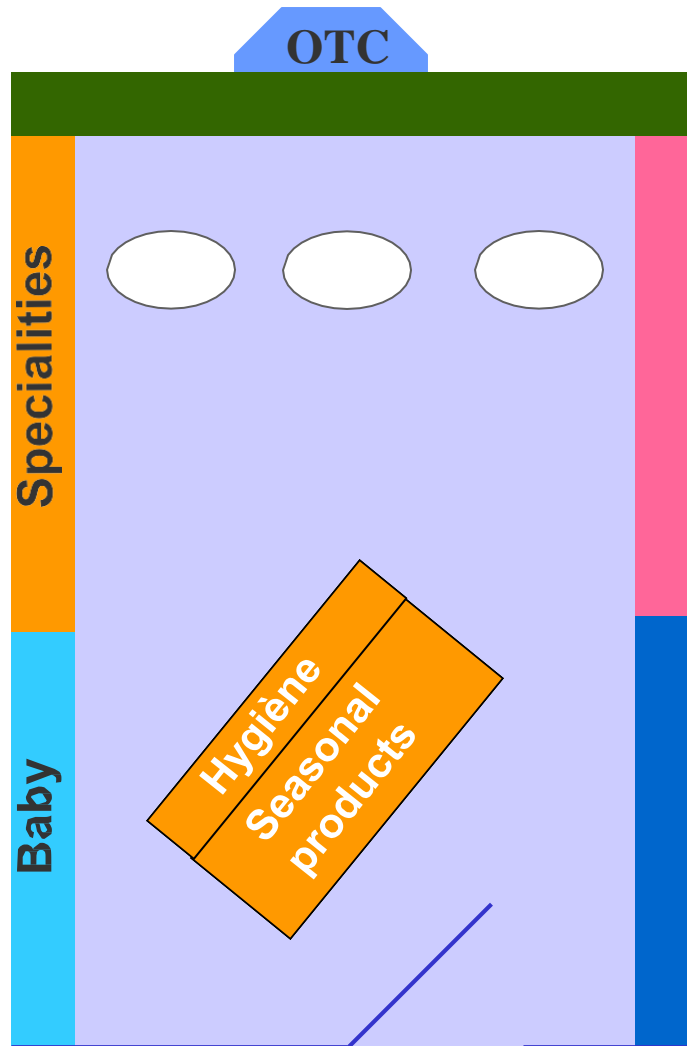
- Shelves have to be adjustable every 3 cm
- Drawers not more than 50cm height
- You need a minimum of 6 levels of shelves





ZONING THEORY





SUBCATEGORY IMPLANTATION

➤ Dermatology

➤ Prestige

➤ Consumer

➤ Body

➤ Hair care

➤ Hygiene

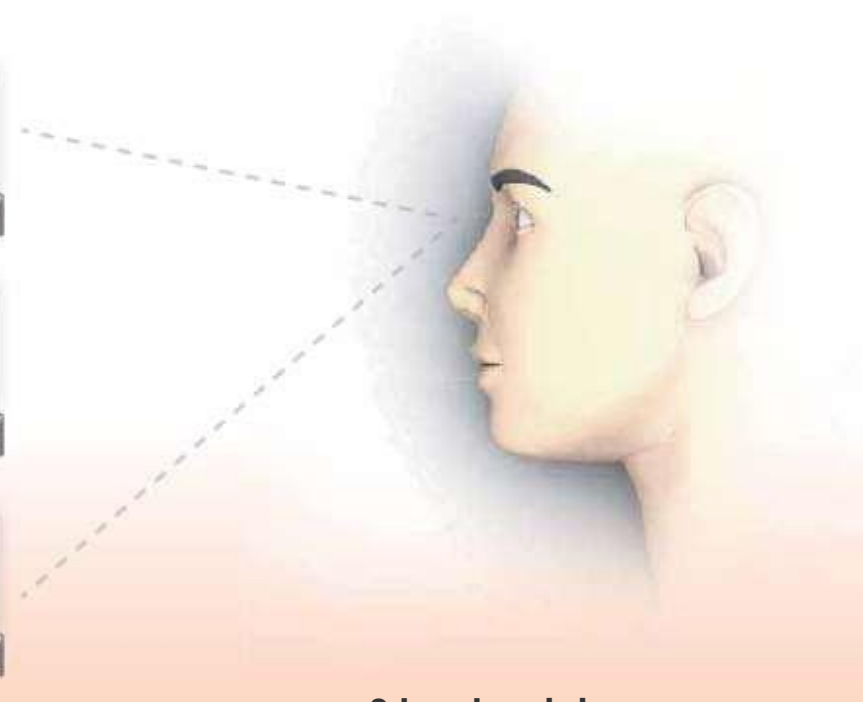
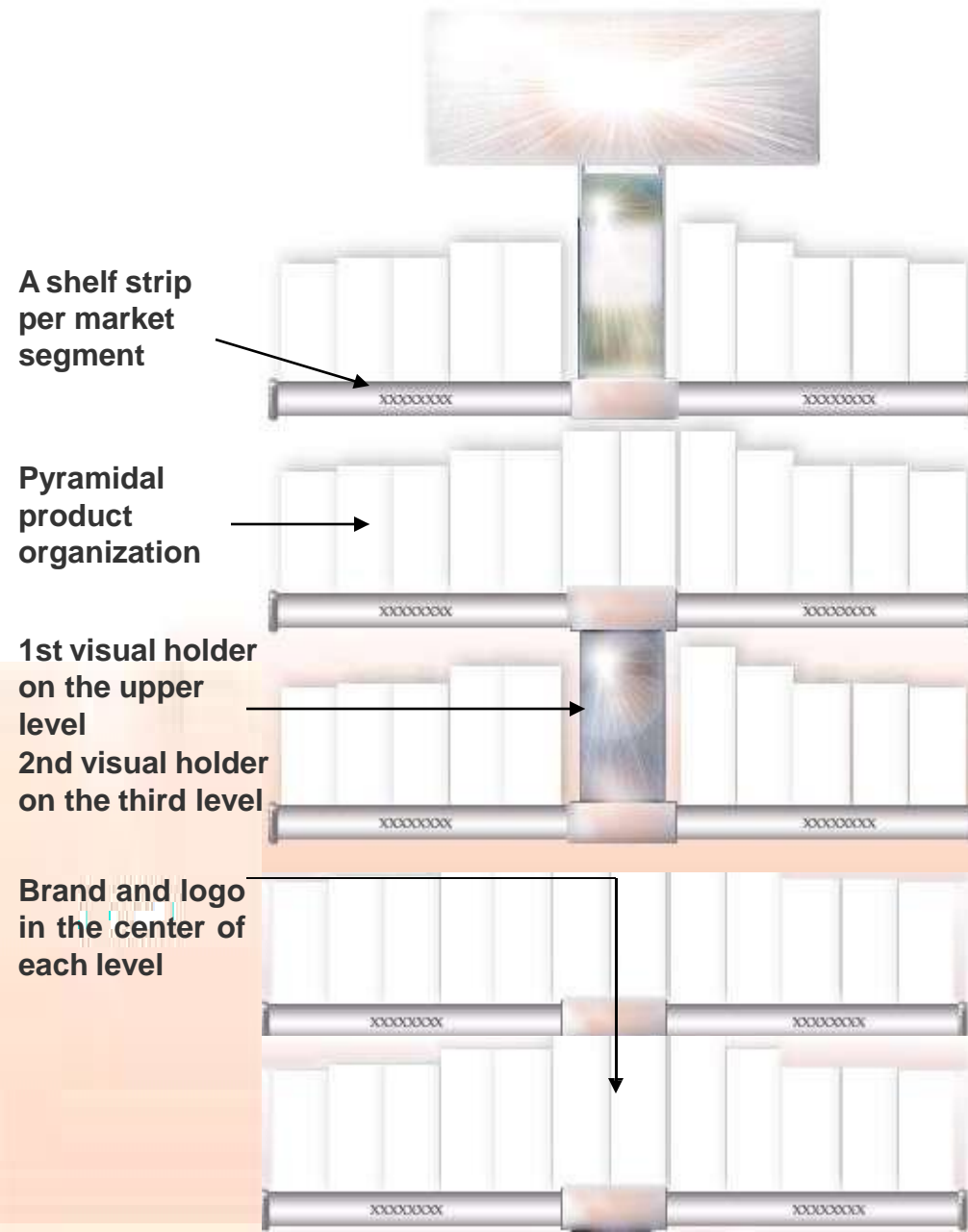
THREE TYPES OF MERCHANDISING



The appealing Merchandising

The management Merchandising

The informative and educative Merchandising



3 levels minimum

**The best sellers are situated on the best levels
(eyes, hands levels)**

SUGGESTIONS



The informative and educative Merchandising

Brand institutional linear

They answer 4 main aims

- 1 Develop the brand image
- 2 Educate and guide the customer in his choice
- 3 Facilitate and stimulate the advice
- 4 Cause impulsive buying



INFORMATIVE AND EDUCATIVE MERCHANDISING



Institutional retail display spaces



EXAMPLES





EXAMPLES



EXAMPLES





*Thank
you*

