

CHAPTER 3

NEW OPPORTUNITIES



Please list unique services your pharmacy offers.

Hint: Friendly customer service does not count. Free delivery does.

- 1.
- 2.
- 3.
- 4.
- 5.

What are some innovative offerings you could add to your pharmacy services?

Hint: Speak with your staff as well as key customers about this and compile a meaningful list.

- 1.
- 2.
- 3.
- 4.
- 5.

Describe your best customers. Would they appreciate these new innovative offerings?

Which of the offerings can you afford to add without adding staff and expensive overhead?

CHAPTER 3

NEW OPPORTUNITIES



What will you do to make sure you and your staff really own this/these new offerings?

What is it going to take to make the new offering(s) profitable?
