

Benchmark™ Performance Analysis

INCREASE FRONT-END PROFITS IN
JUST 1 HOUR EACH MONTH!



HRG HAMACHER
RESOURCE
GROUP

*sample data shown



The appropriate assortment, competitively priced, with ample margins, should be a top priority for all community pharmacies, however, pharmacy owners have to juggle so much that most don't have the time to do a deep dive into their front-end assortment. **Benchmark™ Performance Analysis** assesses which categories are performing well or under-achieving in an easy to digest and implement format to see increased profits quickly!

HRG's **Benchmark** contains the data – based on national averages as well as specific to the store – that store owners, pharmacists, and front-end managers use to pinpoint areas *where small changes can make a big impact*.



Quick View – This store-level view highlights Never Outs® performance within the classifications of OTC, diabetes, wellness, and beauty. The overview reveals which categories are over- or under-achieving and where there are missed sales opportunities.



Quick Impact – Focus 5 Report identifies the top five HBW departments and where to focus first to make the biggest impact to the bottom line and satisfy customer demand.

Department	Sales	Profit	Per Sq Ft	Nat'l Avg	Store %
1. Cold & Flu	100	200	100.00	100.00	100%
2. Diabetes	100	200	100.00	100.00	100%
3. Wellness	100	200	100.00	100.00	100%
4. Beauty	100	200	100.00	100.00	100%
5. Total	400	800	100.00	100.00	100%

By Department Details Report highlights, by department, sales per square foot, as well as the national average per square foot, and how the store compares. This report provides information to target departments where changes will continue to improve your bottom line.



By Item Detail Report shows item-level detail identifying lost sales and profits by category and should be used to adjust product assortment to achieve profit goals.



DISTRIBUTORS

Wholesalers can gain access to this vital analysis by contacting HRG directly:
holly_ockelmann@hamacher.com



PHARMACIES

Pharmacies with a retail front end should contact your wholesaler for access or contact HRG directly:
holly_ockelmann@hamacher.com

You can **increase your profits** over \$350.00 by devoting just one hour to order and stock seven additional **Never Outs®** products.

Furthermore, you can **triple profits** (\$1,100) by adding twenty-one additional **Never Outs®** items to your current assortment with only a three-hour staff investment!

Frequently Asked Questions

How does Benchmark differ from the IN.store Category Management Tools we already receive?

Benchmark is the companion piece to IN.store that every pharmacy should have to measure the effectiveness of the IN.store program. The analysis will prove that having the right product in the right place at right price has a huge impact.

Where does the data come from?

Benchmark is created using a rolling 12 months of store purchase history from your wholesaler. Your prior purchase history is stored and used to compare to current activity.

How is department size calculated?

Department planogram sizes are currently identified within your IN.store merchandising profile and that is what is used to calculate department size when evaluating productivity. If department sizes need to be updated, a form is included in the monthly IN.store Category Management Tools or call the HRG customer service team at 414.355.1330 or email info@hamacher.com.

Why does the report show an item as a non-achiever when it is currently on shelf?

Benchmark is created using purchase history supplied from the wholesaler providing the report. Products purchased from a secondary wholesaler will not be covered in this report.

How often is Benchmark Performance Analysis available?

HRG will provide the customized analysis twice per year (February and August) to wholesalers to distribute to participating stores. It can be sent as a hard-copy or electronically.

How do you calculate projected sales for non-achievers?

The retail zone pricing chosen for your IN.store retail pricing and average annual sales for stores most like your store that are carrying the missing item are used to calculate project potential sales.

IN the details of Retail

HRG has been in the details of retail since 1980, serving manufacturers, wholesalers, and retailers to assist them in setting strategies, executing objectives, and achieving their goals to improve the shopper experience, increase customer loyalty, and pave the way for growth and expansion.

