

Increasing the Market Basket

Ideas for Cross-Selling Merchandise

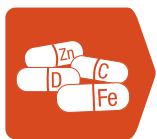


An infographic series from HRG

Do you have space available in your **Family Planning** department? Consider adding items from other categories to encourage impulse purchases and boost sales.



FAMILY PLANNING



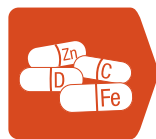
VITAMINS & DIETARY SUPPLEMENTS

Prenatal Vitamins



Reason

A popular item with pregnant women, add in this item for a more convenient shopping experience



VITAMINS & DIETARY SUPPLEMENTS

Folic Acid



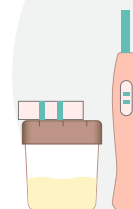
Reason

Also popular with pregnant women, this is an addition that can build the market basket



HOME DIAGNOSTICS & PATIENT AIDS FOR DAILY LIVING

Testing Kits



Reason

With rising costs of medical treatments, customers continue to look for self-care options. Suggested: STDs, HIV, and fertility testing kits