

OPTIMIZE YOUR FRONT-END

Choose only the support you need, or bundle together for even greater impact.

No cookie-cutter programs.
Just the expertise you need, when you need it.

SOLIDIFY A PROFITABLE ASSORTMENT

- Space-to-Sales Analysis (Basic or Advanced)
- POS Data Analysis

SPEND MARKETING DOLLARS WISELY

- One-on-One Marketing Consultation
- Demographic Research
- Chain Store Closing Kit

PROVIDE A GREAT SHOPPING EXPERIENCE

- IN.store Category Management Tools Portal Access
- New Item Alert
- Micro Front-end or Drive-through Only Planograms
- Merchandising 101

As an independent operator, the reality is your front-end has to be profitable. The 360° Front-end Advantage assortment of services has been curated so you can choose the most-needed services and priced to help you receive a return on your investment. Let our independent pharmacy experts help you provide an impactful customer shopping experience that improves your bottom line.

360° FRONT-END ADVANTAGE

*SOME SERVICES AS LOW AS $300!^*

IN.store Category Management Tools Portal Access* — PER QUARTER (Portal includes category strategy, new item alert monthly, and planograms curated specifically for independent pharmacies)
New Item Alert* — ANNUAL (A monthly report including star ratings so you know the best products to add your assortments that are forecasted to perform well within independent pharmacy.)
Marketing Consultation (1hr 1:1 discussion and evaluation of current plan, goals, positioning, marketing basics)
Merchandising 101 Playbook
Demographic research
Space-to-sales Analysis — Basic (Customer-provided data)
Chain Store Closing Kit
Micro Front-end (no more than eight running feet) *or* **Drive-through Only Planogram**
POS Data Analysis (Identify core categories, best sellers, slow movers, and detect purchasing patterns)
Space-to-sales Analysis — Advanced (Customer-provided data)

*For those **not** already using IN.store Category Management Tools portal or with one of our regional or national wholesaler customers.

^Minimum $600 billing

BUILD YOUR OWN ADVANTAGE

Whether you need a single project or a complete front-end strategy, we'll help you select the right combination of services to meet your goals and budget.

WHY HRG?

- ✓ Retail experts specializing in independent pharmacy
- ✓ Flexible, menu-style approach
- ✓ Solutions tailored to your goals
- ✓ Actionable recommendations—not generic reports
- ✓ More than 45 years helping pharmacies improve front-end performance

Let's create a front-end that works harder for your pharmacy.

CONTACT HRG TODAY TO GET STARTED

HRG

© Hamacher Resource Group, Inc.
N29W22769 Marjean Lane, Waukesha, Wisconsin 53186
414.355.1330 | Hamacher.com