

THE
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THE COMMUNITY PHARMACY GROWTH KIT

FEBRUARY 2025

**Innovative
Product Spotlight**

FOR PHARMACY GROWTH



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Period Pants

Market Size: 12.9 M

Age: 15 - 49

RRP: Ksh 500



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1. **Overview**

Period pants are designed for females of menstruation age to prevent the negative emotions, including shame, that can occur when period leaks visibly onto clothing.

Key Features:

- Absorbable padded area acts as a backup to sanitary pads or tampons.
- Provides extra security when traditional sanitary products don't work as expected.

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2. Target Market

- **Demographics:** Women of menstruating age (15-49).
- **Psychographics:**
 - **Lifestyle:** Women who can afford more than basic sanitary products.
 - **Needs:** Extra safety during menstruation to avoid embarrassing situations.
 - **Preferences:** Products that enhance confidence and comfort.

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3. **Value to Clients**

- **Short-term:** Extra protection against leaks and embarrassment.
- **Long-term:** Peace of mind and improved confidence during periods.

4. **Sales Projections**

- **Potential Market Size:** Women of menstruating age already visiting your pharmacy (~12.9M in Kenya).
- **Estimated Monthly Revenue:**

Example: Ksh 500 x [number of menstruating women visiting your pharmacy].

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5. **Selling Strategies**

- **Best-Selling Scenarios:**
 - When customers purchase contraceptive pills or painkillers for menstrual cramps.
 - For customers buying sanitary pads or tampons.
- **Collaboration Opportunities:**
 - Secondary/high schools and NGOs for bulk purchases.
 - Partnerships with sanitary product companies to offer bundle deals.
- **Placement:** Display prominently near contraceptives, painkillers, or sanitary products in-store or online.

6. **Marketing Suggestions**

- **Effective Channels:**

- In-store promotions.
- School-based events (e.g., talks on menstrual hygiene, with an option for parents to buy period pants for their daughters).
- Social media campaigns targeting menstruating women.

- **Community Outreach:** Partner with schools (junior secondary and primary) for girls starting menstruation early.

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7. **Challenges & Considerations**

- **Potential Barrier:** Pricing (ensure affordability, ideally under Ksh 500).
- **Solutions:**
 - Conduct market research to determine optimal pricing.
 - Offer occasional discounts or bulk purchase incentives.



Health Recipe Books

Market Size: 9M

Margin: 50%

Age: 0 - 65 +

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1. **Overview**

These recipe books cater to specific patient groups such as seniors, diabetics, and children at the weaning stage.

Key Features:

- Recipes tailored to unique health needs (e.g., low sugar for diabetics, easy-to-digest meals for seniors, balanced meals for babies).
- Easy-to-follow instructions in simple English.

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2. Target Market

- **Demographics:** Seniors (65+), diabetics (any age), and guardians of weaning-age children (0-4 years).
- **Psychographics:**
 - **Lifestyle:** Individuals willing to invest in better nutrition.
 - **Needs:** Accessible, health-focused recipes tailored to their conditions.
 - **Preferences:** Simple and actionable advice on improving health through diet.

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3. Value to Clients

- **Short-term:** Access to recipes that fit their dietary restrictions and health goals.
- **Long-term:**
 - Improved quality of life (e.g., fewer complications for diabetics).
 - Reduced healthcare costs associated with lifestyle-related conditions.

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4. Sales Projections

- **Potential Market Size:**

- Seniors: ~1.5M.
- Diabetics: ~821,500.
- Children 0-4 years: ~6.3M.

- **Estimated Revenue:**

Example: [Number of relevant customers visiting your pharmacy] x [price per book].

- **Profit Margin:** Books typically have a 50% margin.

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5. **Selling Strategies**

- **Best-Selling Scenarios:**
 - Diabetic recipe books for those buying chronic diabetic medications.
 - Weaning recipe books for guardians purchasing baby milk or colic medication.
- **Collaboration Opportunities:** Partner with nutritionists or pediatricians to promote books.
- **Placement:** Display near chronic medications, baby products, or in a special health section.

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6. **Marketing Suggestions**

- **Effective Channels:**

- Social media posts showing sample recipes.
- In-store promotions with recipe book displays near relevant products.

- **Community Outreach:** Host health talks or recipe demos in collaboration with local health professionals.

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7. Challenges & Considerations

- **Potential Barriers:** Limited willingness to invest in health resources.
- **Solutions:**
 - Position as affordable and high-value (e.g., “Save on health costs with better nutrition!”).
 - Offer bundled deals (e.g., books + related products like multivitamins or baby food).