

THE
CHEMIST
THE COMMUNITY PHARMACY GROWTH KIT

MARCH 2025

**Innovative
Product Spotlight**

FOR PHARMACY GROWTH



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**Smart Pill
Organizer**

RRP: Ksh 3,000



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1. **Overview**

This Bluetooth-enabled pill organizer helps patients manage their medication schedules with automatic reminders. It connects to a smartphone app, ensuring users never miss a dose.

Key Features:

- Multiple compartments for daily or weekly medication.
- Bluetooth connectivity with mobile app notifications.
- Built-in alarm and LED indicators for easy tracking.
- Rechargeable battery for long-term use.

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2. Target Market

- **Demographics:** Elderly individuals, chronic disease patients, busy professionals, caregivers.
- **Psychographics:**
 - **Lifestyle:** Those managing multiple medications.
 - **Needs:** Reliable medication adherence support.
 - **Preferences:** Simple and automated solutions to stay consistent with prescriptions.

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3. Value to Clients

- **Short-term:** Reduces missed doses, ensuring medication effectiveness.
- **Long-term:** Improved health outcomes & reduced hospital visits due to better medication adherence.

4. Sales Projections

- **Potential Market Size:** Chronic disease patients and elderly individuals who visit pharmacies.
- **Estimated Monthly Revenue:**
Example: Ksh 3,000 x [number of interested customers].

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5. Selling Strategies

- Recommend to chronic medication buyers (e.g., hypertension, diabetes, arthritis patients).
- Offer as an add-on for customers buying supplements, or diabetic care kits.
- Collaborate with healthcare professionals to promote it as a medication adherence tool.

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6. Marketing Suggestions

- **Effective Channels:**

- In-store demo displays.
- Social media campaigns showcasing how it simplifies medication management.

Community Outreach: Partner with clinics and patient support groups for bulk orders.



Expand Your Pharmacy Revenue with the 7-Day AM/PM Pill Box

Boost Sales and Client Satisfaction

- Increase your pharmacy's revenue streams effortlessly.
- Enhance customer loyalty and satisfaction with a practical, daily-use product.

Ensure Medication Adherence

- Help your clients manage their medication schedules effectively and conveniently.
- Improve health outcomes with easy-to-use, organized pill boxes.

Special Offer: Limited-Time Only

- Receive a 10% discount on your first purchase when you use the discount code "THECHEMIST"!
- Enjoy free shipping on all orders placed this month*

*Terms & Conditions Apply

**NOW AVAILABLE ON
THE CHEMIST APP**



ORDER NOW





Anti- Microbial Wipes

RRP: Ksh 250

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1. **Overview**

These wipes provide long-lasting protection against bacteria and viruses without the harsh effects of alcohol-based sanitizers. Ideal for frequent use on hands, faces, and surfaces.

Key Features:

- Alcohol-free and gentle on sensitive skin.
- Long-lasting antimicrobial protection.
- Compact, resealable packaging for portability.

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2. Target Market

- **Demographics:** Parents, travelers, healthcare workers, office employees.
- **Psychographics:**
 - **Lifestyle:** Individuals frequently exposed to germs (public transport users, students, professionals).
 - **Needs:** Convenient hygiene solutions for daily protection.
 - **Preferences:** Alcohol-free, skin-friendly, and portable sanitization options.

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3. Value to Clients

- **Short-term:** Quick and effective germ removal, reducing the risk of infections.
- **Long-term:**
 - Better skin health with consistent hygiene practices.

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4. Sales Projections

- **Potential Market Size:**
 - Individuals looking for a safer alternative to alcohol-based hand sanitizers.
- **Estimated Revenue:**
Example: Ksh 250 x [number of hygiene-conscious buyers]

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5. Selling Strategies

- Position near baby products, cold/flu medications, and skincare sections.
- Offer bulk purchase deals for workplaces and schools.
- Bundle with travel-size first-aid kits or face masks.

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6. Marketing Suggestions

- **Effective Channels:**
 - Social media promotions featuring real-life usage scenarios.
 - In-store placement near checkout counters for impulse purchases.
- **Community Outreach:** Partner with schools and workplaces for hygiene awareness programs.