

IDEAL CUSTOMER PROFILE

workbook

Introduction

THE
CHEMIST
THE COMMUNITY PHARMACY GROWTH KIT



Your pharmacy's success depends on attracting and serving the right customers. This workbook will help you define your Ideal Customer Profile (ICP)—the type of customer who is most likely to visit, buy, and return to your pharmacy. By completing this workbook, you'll gain clarity on who your ideal customers are and how to connect with them.

The Chemist

thechemist.co.ke

Step 1: Identify Basic Customer Information

Please fill in the details of your ideal customer below. If your pharmacy serves different groups, you can have multiple ideal customers.

- Customer Group Name (e.g., Seniors, Young Parents, Busy Professionals): _____
- Age Range: _____
- Gender (if applicable): _____
- Income Level (Low, Middle, High): _____
- Location (Nearby residents, commuters, specific community):

- Occupation (if relevant): _____

Step 2: Understand Their Health Needs

- What are their most common health concerns?
 - ☐ Chronic disease management (e.g., diabetes, hypertension)
 - ☐ Preventive care (e.g., vitamins, vaccines)
 - ☐ Quick solutions (e.g., cold & flu medications)
 - ☐ Family health (e.g., baby care, pregnancy supplements)
 - ☐ Wellness & lifestyle (e.g., weight loss, fitness supplements)
 - ☐ Other: _____
- What products or services would benefit them most?
 - ☐ Medication reviews
 - ☐ Free health screenings
 - ☐ Home delivery services
 - ☐ Subscription services for refills
 - ☐ Personalized consultations
 - ☐ Other: _____

Step 3: Identify Their Buying Habits

- How do they prefer to shop for healthcare products?
 - ☐ In-store visits
 - ☐ Online orders
 - ☐ Phone consultations
 - ☐ Home deliveries
- What influences their buying decisions?
 - ☐ Price and affordability
 - ☐ Convenience and speed
 - ☐ Trust and pharmacist recommendations
 - ☐ Brand reputation and product quality
 - ☐ Other: _____

Step 4: Find Where To Reach Them

- Where do they look for health-related information?
 - ☐ Social media (Facebook, Instagram, WhatsApp)
 - ☐ Google searches and websites
 - ☐ Community groups and events
 - ☐ Word-of-mouth referrals
 - ☐ Local newspapers or radio
 - ☐ Other: _____
- How can your pharmacy connect with them?
 - ☐ Educational content (health tips, product info)
 - ☐ Special promotions and discounts
 - ☐ Loyalty programs
 - ☐ Free health consultations
 - ☐ Other: _____

Step 5: Create Your Ideal Customer Summary

Using your answers from Steps 1-4, summarize your ideal customer below:

Example:

“My ideal customer is a **young parent (aged 25-40) who lives within 5km of my pharmacy.** They are looking for **baby care products, vitamins, and cold/flu medication** for their children. They prefer **in-store shopping but appreciate occasional home delivery.** They value **trust, affordability, and pharmacist recommendations.** I can reach them through **Facebook, community events, and in-store promotions.**”

Now, write your own:

My Ideal Customer:



Next Steps:

Now that you have a clear **Ideal Customer Profile**, use it to shape your pharmacy's product selection, services, and marketing strategies. The more you align your business with your ideal customer's needs, the more success and loyalty you'll build!

✓ **Next Steps:** Keep refining your profile as you learn more about your customers. Regularly ask for feedback and stay updated on community health trends.

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