THE

CHEMIST

THE COMMUNITY PHARMACY GROWTH KIT

CASHFLOW

Is Your Pharmacy Tax-Ready? The KRA Deadlines You Can't Afford To Miss **LEADERSHIP**

The 4 Stages of Pharmacy
Growth (And How To
Level Up Fast!)

OPERATIONS

Is Your Pharmacy AI-Proof? How To Stay Compliant With Data Laws In 2025





Stuck with Medicine That Won't Sell? Let's Fix That!

You work hard to keep your shelves full, but some medicines just don't move. They sit there, collecting dust, while your money stays trapped.

Slow-Moving Stock = Lost Money

Expired medicine is wasted medicine. The longer it stays, the closer it gets to being thrown away. That's bad for business and bad for the environment.

✓ We understand your struggle. Many pharmacies face the same problem.

✓ We have the solution. We've helped pharmacies turn dead stock into cash before—and we can help you too!

Clear the Shelf, Fill Your Pocket

- List It Tell us what's not selling.
- Liquidate It We help find buyers.
- Earn & Reinvest Free up space, get your money back, and stock what sells.

Act Now: Request Liquidation Today!



Click to start—before it's too late!

The Cost Of Waiting?

- X Your stock expires.
- X You lose money.
- X Your shelves stay cluttered.

What You Gain!

- ✓ You turn old stock into cash.
- ✓ Your pharmacy stays profitable.
- ✓ You help the planet by reducing waste.

Table of Contents

This June, get tax-ready. Learn the KRA deadlines you can't afford to miss, uncover the four stages of pharmacy growth, and determine if your business is data law-compliant. Plus, discover practical ways to stay ahead in a fast-changing pharmacy world.

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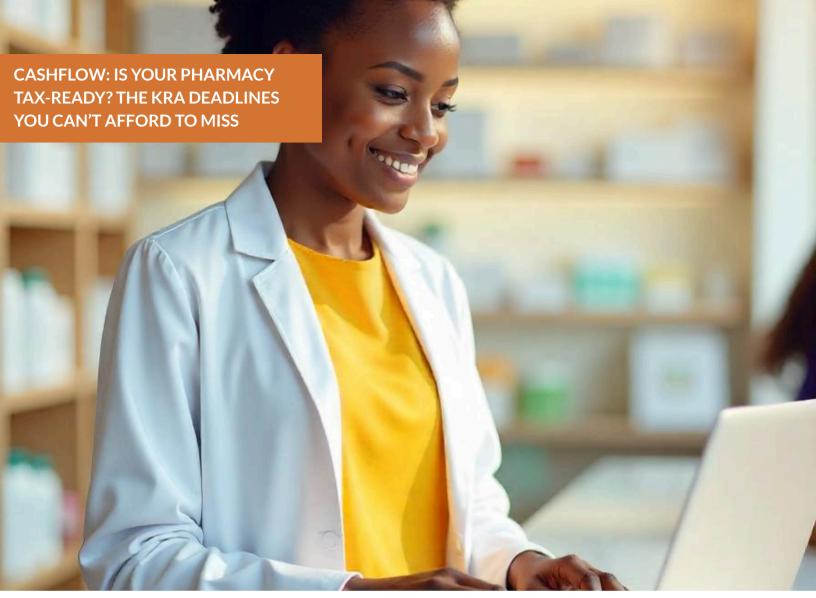
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Is Your Pharmacy Tax-Ready? The KRA Deadlines You Can't Afford To Miss

BY THE CHEMIST

Let's Be Honest... Tax Season Feels Overwhelming

Running a pharmacy is no small job. Between managing stock, dealing with suppliers, serving customers, and keeping up with insurance claims, tax matters can easily slide down the to-do list.

But here is the thing — ignoring tax deadlines can cost you *big time*. Penalties, interest, and unnecessary stress can drain your hard-earned profits. We have seen it happen to good businesses.

And we get it. KRA forms and tax jargon can feel like a foreign language. We are breaking it down for you in *plain English* — how we would explain it to a fellow pharmacy owner over tea.



Here is a simple, ranked guide to the tax deadlines you cannot afford to miss as a pharmacy in Kenya.

Top 5 KRA Tax Deadlines Every Pharmacy Should Know

Ranked from Most Urgent to Regular Essentials

1. Annual Income Tax Return (Corporation Tax Return)

Deadline: On or before 6 months after your financial year-end.

For most pharmacies with a December yearend, this means 30th June. You must file your Income Tax Return (IT2C Form) if your pharmacy is a limited company or partnership, showing your annual profits and taxes paid.

Why it matters:

Failing to file attracts a penalty of **KES 20,000** or 5% of the tax due — whichever is higher.

Pro Tip: Even if your business made a loss, you still need to file a return.

2. Monthly PAYE Returns (If You Have Staff)

Deadline: 9th of every month.



If you have employees, you must deduct Pay As You Earn (PAYE) from their salaries and remit it to KRA. It includes statutory deductions like NHIF, NSSF, and as of 2024, the Affordable Housing Levy (1.5% of gross salary).

Why it matters:

Late filing or payment attracts penalties and interest. KRA is now actively following up on employers, so this one is not optional.

Pro Tip: Use KRA's **iTax system** for quicker filing.

3. Monthly VAT Returns (If Registered for VAT)

Deadline: 20th of every month.

If your pharmacy is VAT registered, you must file a VAT3 Return every month, whether or not you made taxable sales.

Why it matters:

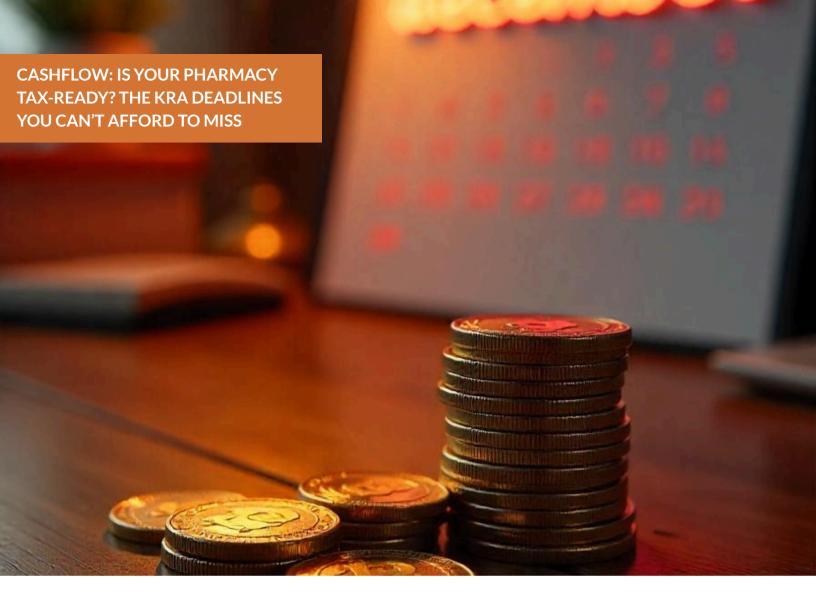
Failure to file attracts a penalty of **KES 10,000** or **5% of the tax due** — whichever is higher.

Pro Tip: Even a nil return is better than no return.

4. Installment Tax Payments (For Profitable Pharmacies)

Deadlines: 20th day of 4th, 6th, 9th, and 12th months of accounting year.

If your pharmacy earns profits, KRA expects you to estimate your annual tax and pay it in four equal installments.



Why it matters:

It reduces your end-of-year tax burden and avoids interest for underpayment.

Pro Tip: Talk to your accountant to project your profits early.

5. Affordable Housing Levy (AHL)

Deadline: 9th of every month (together with PAYE).

Introduced in 2024, you and your employees contribute 1.5% of your gross salary each to the Affordable Housing Fund.

Why it matters:

It's a legal requirement and filed under the PAYE system.

Pro Tip: Confirm your payroll software is updated to include this deduction.

→ Why Staying Tax-Ready Helps Your Pharmacy Grow

Taxes might not feel like the most exciting part of running a pharmacy. But here is some encouragement:

- It protects your business reputation.
- Keeps you eligible for government contracts and tenders.
- Helps you access bank loans and investment opportunities.
- Frees up mental space so you can focus on growing your sales and serving your community.

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CASHFLOW: IS YOUR PHARMACY TAX-READY? THE KRA DEADLINES YOU CAN'T AFFORD TO MISS



★ Quick Tax-Ready Checklist for June

- File your Annual Income Tax Return (if your financial year ended in December)
- ✓ Clear any pending PAYE, VAT, and Installment Taxes
- Check if your Affordable Housing Levy deductions are up to date
- ✓ Download your tax compliance certificate

 it matters more than you think.

You've Got This

We know tax matters can feel intimidating. But with a simple system, accurate records, and reminders for these key deadlines, you will avoid penalties and give your pharmacy the breathing room it deserves. And remember — a tax-compliant business is a trusted business.

If you need more guidance, visit <u>KRA's website</u> or talk to a tax professional familiar with community pharmacy operations.

Stay smart, stay tax-ready, and keep growing your pharmacy.

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The 4 Stages Of Pharmacy Growth (And How To Level Up Fast!)

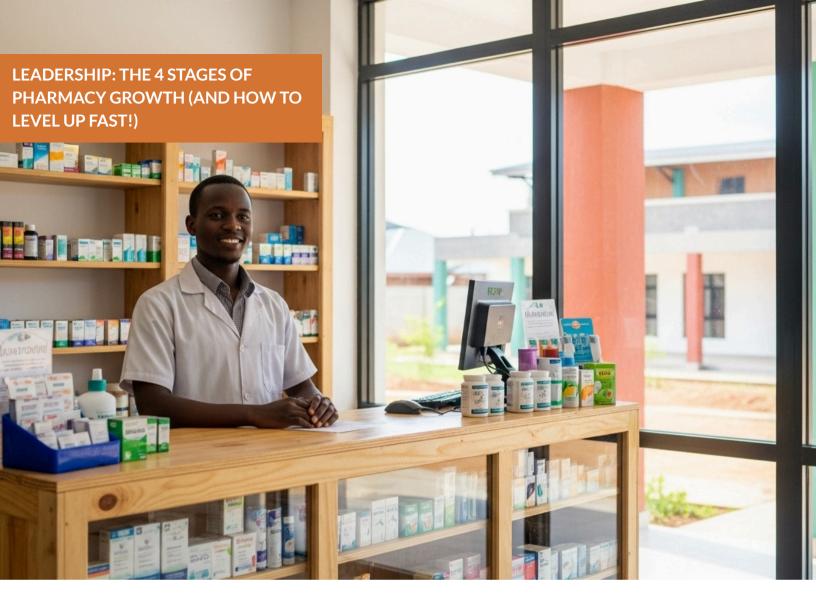
BY THE CHEMIST

Ever feel like your pharmacy is stagnating in the same place? Or maybe you are growing, but are unsure what is coming next? You are not alone.

Many community pharmacy owners go through the same ups and downs, which is normal. The good news? Business growth follows patterns. If you know what stage you are in, you can make strategic moves to grow faster and avoid getting stuck.

We are breaking down the **four stages of pharmacy growth**. Think of it like a ranking
ladder — you start at Level 1, and your goal is
to climb. We will show you how to spot where
you are now and what to focus on to level up.

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Level 1: The Survival Stage

What it feels like:

- You are trying to make enough sales to pay rent, salaries, and restock.
- You are handling almost everything yourself.
- Cash is tight, and you are unsure what is working.

What to focus on:

- ✓ Build strong customer relationships greet people by name.
- Focus on your best-selling, most profitable products.
- ✓ Keep daily records of money in and money out.

Level Up Tip:

Do not try to do too much too soon. Pick 1–2 marketing tactics (like WhatsApp broadcasts or a simple loyalty card) and get good at them.

Level 2: The Stability Stage

What it feels like:

- You have regular customers and steady sales.
- You can pay your bills, but profits are still small.
- You are starting to dream about expanding, but resources feel limited.

©



What to focus on:

- ✓ Track your numbers properly know your daily sales, expenses, and stock levels.
- Train one or two team members to handle simple tasks so you can step back.
- Start setting aside small amounts for savings or future projects.

Level Up Tip:

Identify your top 20% of products (the ones bringing in most of your profits) and promote them harder. Check out our May 2025 sales article titled: The 20% That Drives 80% Of Your Sales for practical steps to do this.

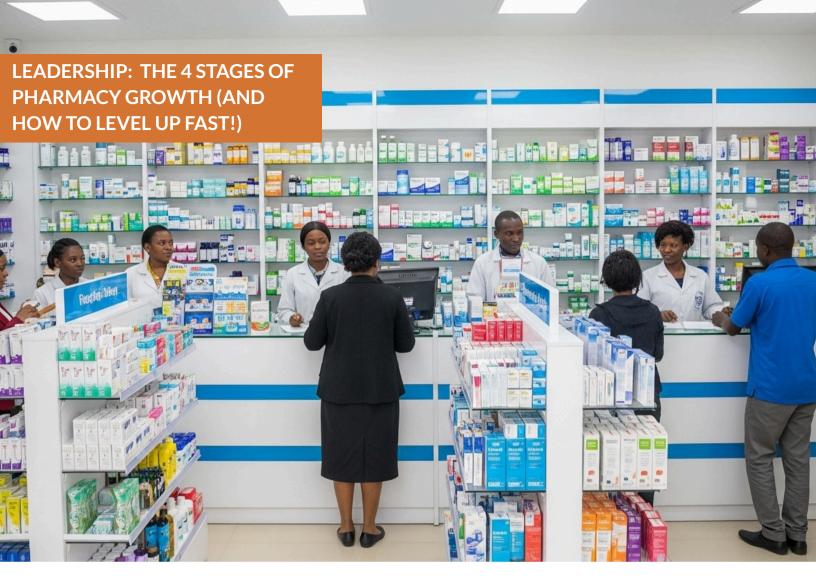
Level 3: The Growth Stage

What it feels like:

- Sales are growing, and you are bringing in new customers often.
- You are thinking about bigger things like adding new services or opening another branch.
- You have a small team, and you are learning to delegate.

What to focus on:

- ✓ Invest in systems, like stock management software or automated reports.
- ✓ Build partnerships with suppliers for better prices or promotions.
- Gather feedback from customers to find out what they want more of.



Level Up Tip:

Add one new revenue stream — lab services, wellness products, or online ordering. Pilot what works before going big.

Level 4: The Expansion Stage

What it feels like:

- You are known in your area and maybe beyond.
- Cash flow is solid, and you are managing a team.
- You are considering new branches, franchising, or substantial service upgrades.

What to focus on:

- ✓ Standardize your processes so your pharmacy can run smoothly without you.
- ✓ Invest in marketing that builds your brand, not just drives daily sales.
- ✓ Develop your leadership skills your team's growth depends on you.

Level Up Tip:

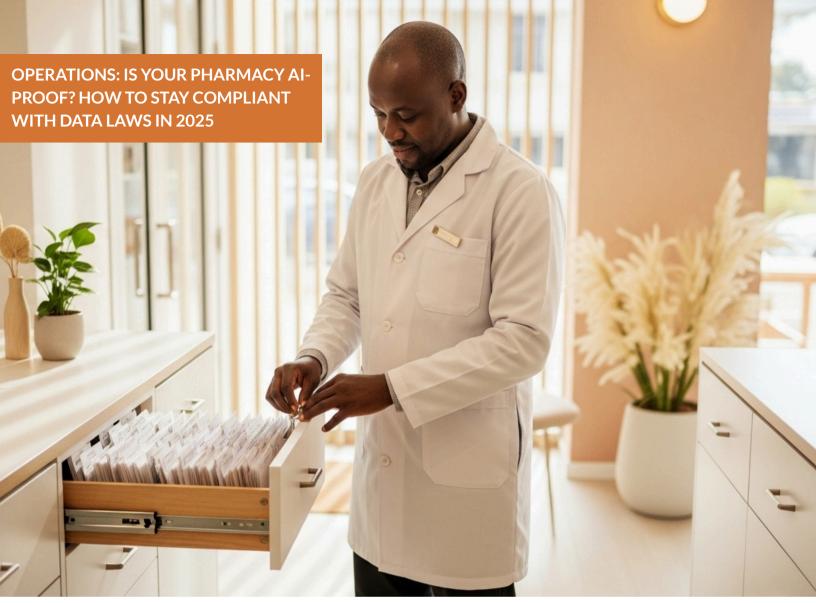
Document your systems — how you handle stock, customer complaints, or supplier issues to make it easier to expand or train new staff.



Small Steps, Big Growth

Running a pharmacy is tough. Some days you feel like a hero; other days you are drowning. But every big, successful pharmacy you admire today started small, just like yours.

Decide on your next move. Stay consistent. Keep learning. And watch how fast things change.



Is Your
Pharmacy AIProof? How To
Stay
Compliant
With Data
Laws In 2025

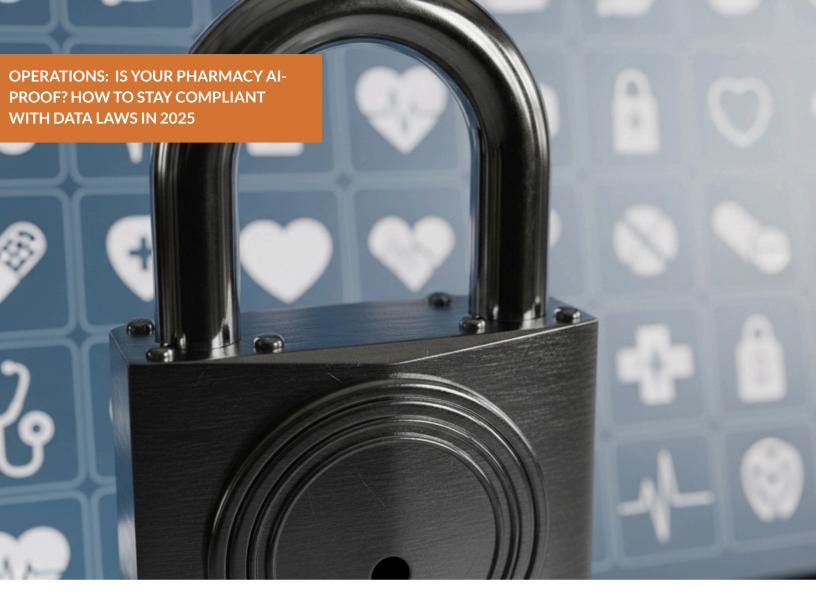
Running a community pharmacy today feels different from just five years ago. New tech, online orders, delivery apps, Al-driven health tools... sometimes it is exciting, other times overwhelming. And in the middle of it all, you are handling something very sensitive — your customers' private health and personal data.

But here is the thing — as technology advances, the law is moving, too. The Data Protection Act in Kenya (and its regulations) is no longer just for banks or big hospitals. It affects you, too.

So the question is:

Is your pharmacy Al-proof and datacompliant in 2025?

BY THE CHEMIST



If you have never considered it, do not worry — It must be handled with strict compliance with let us rank the **Top five practical things you** should start doing now to protect your pharmacy, customers, and yourself.

Top 5 Ways To Stay Data Law-Compliant in 2025

1. Understand What Counts as **Personal Data**

Why it matters:

Whenever a customer gives you their phone number for a loyalty card, shares their insurance details, or asks you to deliver medication, that is personal data.

the Data Protection Act.

Quick tip:

- ✓ Make a list of all the types of personal data your pharmacy collects: names, contacts, ID numbers, prescriptions, payment info, etc.
- ✓ Know where you store it on paper, on your computer, or in a system.

Feeling lost? You are not alone. Many pharmacies have not considered this, but this is your first easy step.

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2. Get Consent — Every Time

Why it matters:

The law requires clear, written, or verbal consent before collecting, storing, or using someone's personal information.

Example:

Before adding a customer to your delivery service, ask:

"Do you allow us to use your phone number for delivery updates?"

Quick tip:

- ✓ Create a simple consent form (on paper or digitally) for services like loyalty programs, deliveries, and customer surveys.
- ✓ Keep a record of their yes or no.

3. Secure Your Data

Why it matters:

Imagine your customer data compromised by a leak or hack — it is not just bad for business; it is now punishable by law.



Quick tip:

- ✓ Use strong passwords for your pharmacy systems.
- ✓ Lock up physical records.
- ✓ Do not leave prescription books lying around the counter.
- ✓ Train your staff on data privacy basics.

It is not about buying expensive software. It is about small, consistent habits that keep you safe.

4. Have a Data Breach Plan

Why it matters:

Mistakes happen.

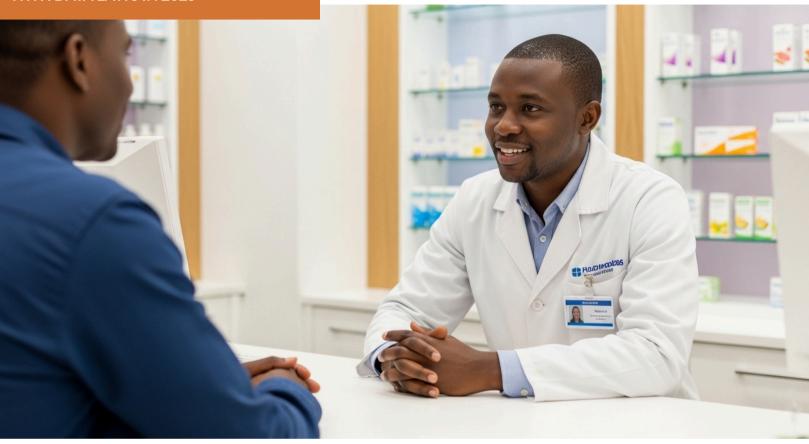
A lost phone, a stolen laptop, or a misplaced prescription book. The law expects you to act fast if customer data is exposed.

Quick tip:

- √ Have a simple written plan: Who do you notify? How do you contact affected customers?
- √ Report significant cases to the Office of the Data Protection Commissioner (ODPC).

Better safe than sorry.





5. Regularly Review Your Data Practices

Why it matters:

Al tools, digital systems, and new services mean you will constantly handle new data types.

Quick tip:

- ✓ Every 3–6 months, review what data you collect, where it is stored, and how you use it.
- ✓ Adjust your consent forms and privacy problem or lost trust be practices if you have added services like online avoidable data mistake. orders or WhatsApp consultations.

Why This Matters for You

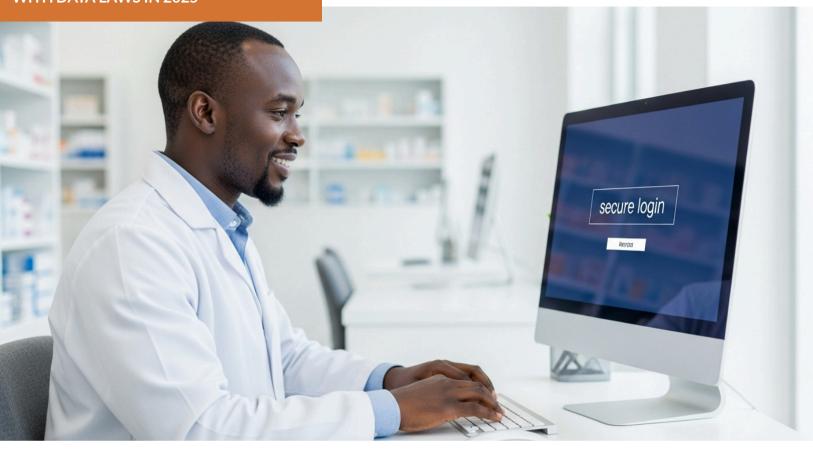
Look — as a community pharmacy owner, you care about your customers. You build trust daily by recommending the right medicine, listening to people's health worries, and supporting your community.

Protecting their private data is part of that care.

As AI tools and digital services become part of pharmacy life, the last thing you want is a legal problem or lost trust because of a simple, avoidable data mistake.

It makes sure you are always a step ahead.

OPERATIONS: IS YOUR PHARMACY AI-PROOF? HOW TO STAY COMPLIANT WITH DATA LAWS IN 2025



★ Quick Action Plan for Your Pharmacy

- V List all personal data you collect
- Start getting consent for everything
- Lock down your records (physical and digital)
- Create a simple breach plan
- Review your data handling every 3–6 months

It is not about being perfect — the goal is to be take today. responsible, informed, and ahead of the game.

****** Protect Your Customers, Protect Your Pharmacy

The **Data Protection Act** is not here to punish you. It is here to help protect your pharmacy and customers in a digital world.

So yes, your pharmacy can be AI-proof, safe, and trusted.

And it starts with small, strategic steps you can take today.

✓ Want to read the law yourself?

<u>Click here to see the complete Data Protection</u> <u>Act regulations</u>



How To Set Up An Instagram Shop For Your Pharmacy

BY THE CHEMIST

A young mom is scrolling through Instagram late at night and spots a post from your pharmacy — a cute baby thermometer with a discount tag. She taps "View Shop," sees your product catalog, and buys it instantly. Sounds good, right?

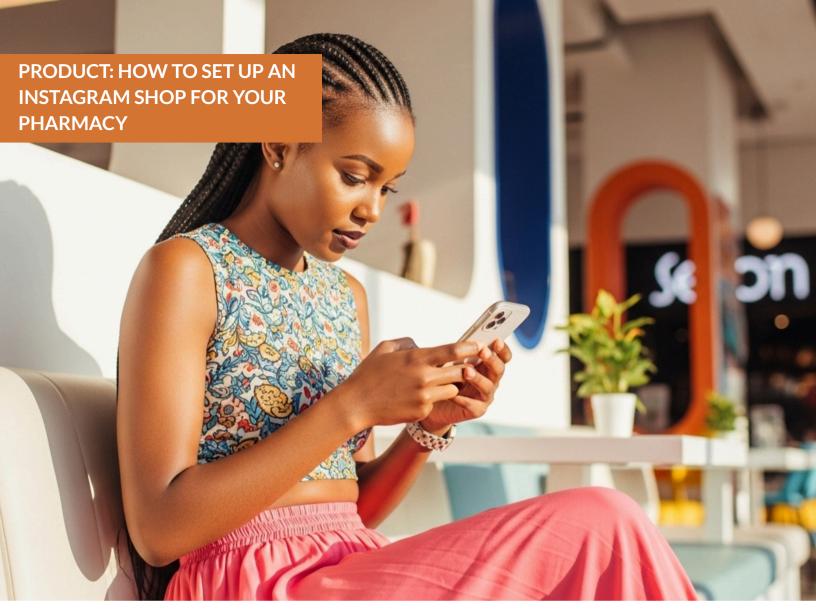
Many pharmacies have not thought about selling directly through Instagram. It is a simple, modern way to reach your customers where they already spend their time — on their phones.

Wondering how to get started? Do not worry. We will walk you through it step by step.

Why Should Pharmacies Care About Instagram Shopping?

Most community pharmacies focus on foot traffic. But what about your younger, techsavvy customers who prefer browsing online before visiting a store? Or those who would happily order a product if they saw it while scrolling?

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An Instagram Shop makes it easy for people to discover and buy your products without leaving the app.

It helps you:

- Show off your products with beautiful photos
- ✓ Add direct shopping tags to your posts and stories
- ✓ Increase impulse buys and online orders
- ✓ Stay ahead of nearby competitors who are not doing this yet

How To Set Up Your Instagram Shop

We have ranked these steps in order of importance. Start at number 1 and work your way down — you will have your shop ready before you know it.

1. Create a Business Instagram Account

If your pharmacy's Instagram page is still a personal account, it is time to switch to a professional one.

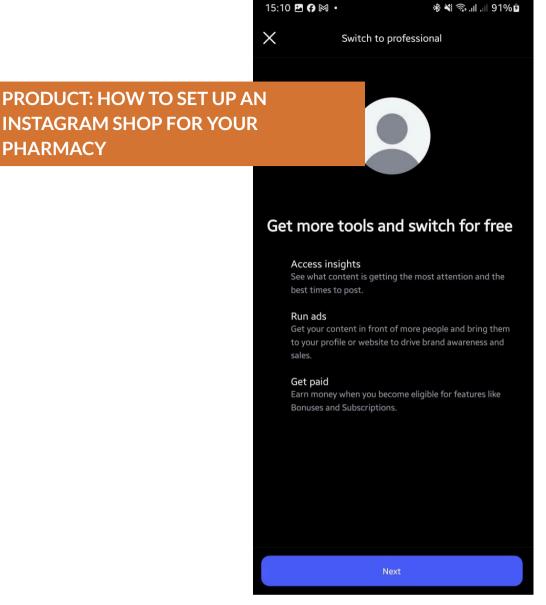
Go to Settings → Account → Switch to Professional Account and finally choose Business.

Why?

A business account unlocks tools like product tagging, analytics, and direct call/email buttons on your profile.

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2. Set Up a Facebook Business Page

Here is the thing — Instagram Shops are connected to Facebook Shops.

PHARMACY

If you don't have a Facebook Business Page yet, set one up now. (We can set up your Facebook page for you via The Chemist Social Kit service). Use the same name, logo, and details as your pharmacy Instagram for a consistent look.

3. Create a Product Catalogue

Here is where you add your products. You can do this via Facebook Commerce Manager.

Add details like:

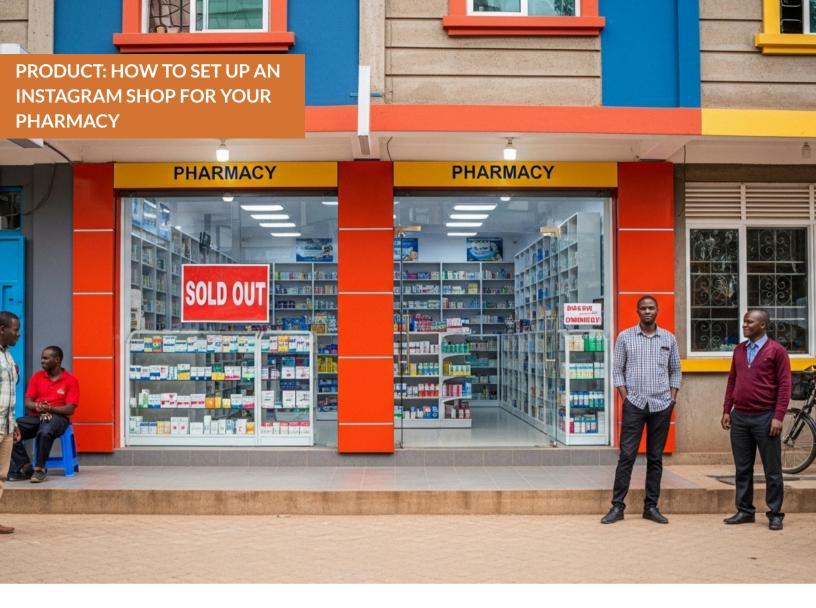
- Product name
- Price
- Description
- Product photo
- Link to your website (if you have one)

Even without an e-commerce site, you can still handle orders through Direct Messages (DMs).

4. Connect Your Instagram To Your **Catalogue**

Once your product list is ready, link your Instagram account to it.

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In Instagram settings, go to Business → Shopping and select your product catalog.

It may take a few days for Instagram to approve your shop, but you will receive a notification when complete.

5. Start Posting and Tagging Your Products

Now, the fun begins.

When you post a photo of a product, tap **Tag Products** and choose from your catalog.

You can also add shopping stickers to your Instagram Stories.

Make your captions simple, relatable, and easy to understand — like:

"New arrival! Digital thermometers are now available at a special offer. Tap to shop"

Bonus Tip: Show, Do Not Sell

People go to Instagram for inspiration, not hard selling.

So instead of posting "Buy Now!" images all the time, mix it up with helpful content:

- A post on 5 Must-Haves For a Baby's Medicine Cabinet
- A Story about What to Pack in a First Aid Kit for Travel
- Behind-the-scenes clips of your team unboxing new stock



Add product tags naturally in these posts so Next Steps people can shop without feeling pressured.

Ready To Try?

You do not need fancy cameras or a social media team.

Start small. Pick five popular, easy-tophotograph products. Set up your shop. Post consistently.

Your customers are already on Instagram — it is time your pharmacy's shop was there, too.

Pharmacies that embrace new ways to serve customers today will thrive in the future. An Instagram Shop is not just trendy — it is practical, affordable, and surprisingly easy to set up.

Why not give it a go this month?



Influencer
Marketing For
Pharmacies:
The Right Fit
Or A Waste of
Cash?

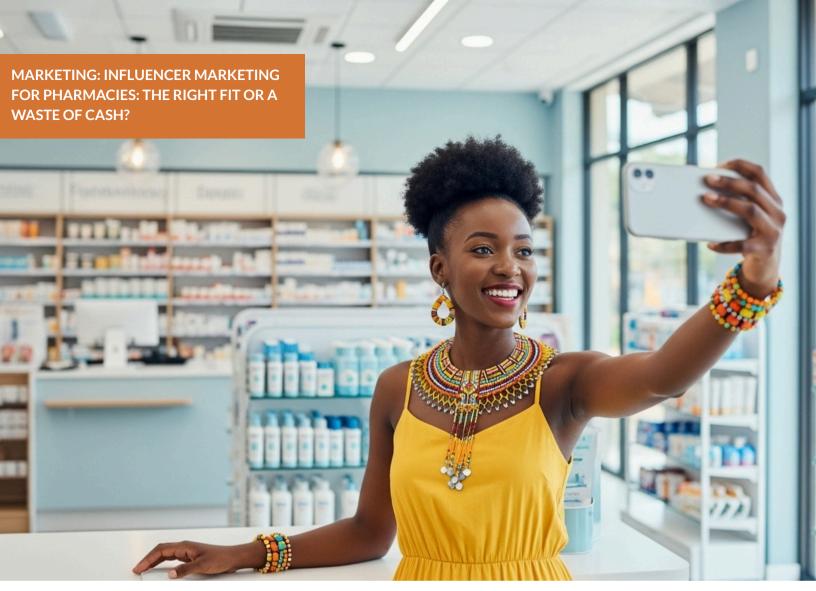
BY THE CHEMIST

Could Paying a Local Influencer Help Your Pharmacy Grow — Or Will It Just Burn Your Budget?

It is a question many pharmacy owners are quietly asking. You have probably seen your competitors post pictures with local celebrities or pay influencers to mention their products online. It looks exciting... but is it worth it for a pharmacy business like yours?

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Why Influencer Marketing Is So Popular

We live in a world where people spend hours scrolling through social media. They follow people they trust — whether it's a popular radio host, a fitness coach, or the neighborhood nurse who shares health tips on TikTok. When these influencers recommend a product or service, their followers tend to take notice.

For big brands, influencer marketing has proven highly effective. However, community pharmacies are not necessarily big brands. As local, personal establishments, people visit us because we offer trust and convenience. So, does influencer marketing work for a business like yours?

Where It Makes Sense — And Where It Does Not

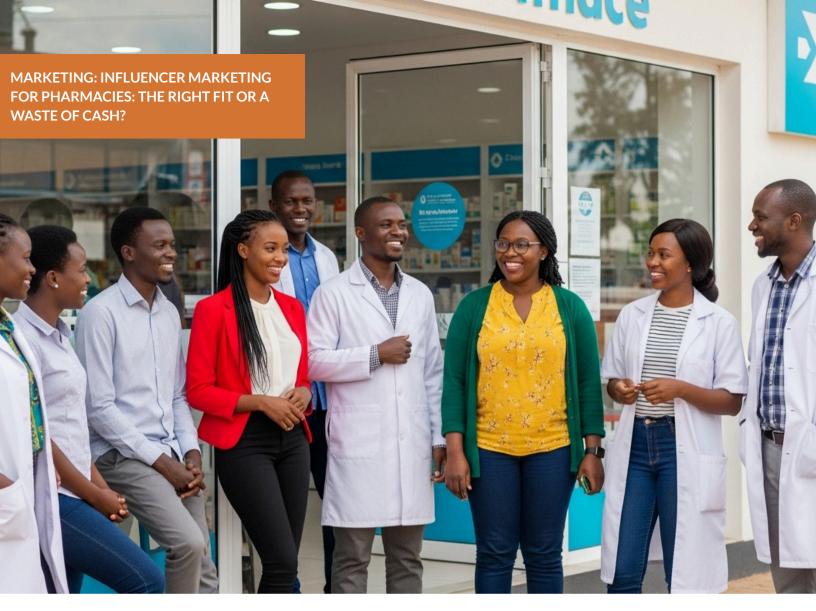
If you are thinking about trying influencer marketing, here is what to consider first: When It Could Work:

✓ Launching a new health product or service people need to see to believe.

Perhaps it's a new skincare line, a wellness package, or even free health checks. A trusted local influencer can help spread the word fast.

✓ You find someone whose followers match your target market.

If their audience is primarily local and interested in health, wellness, and family, they could be an ideal partner.



✓ You keep it small and personal.

You do not need a celebrity. A local teacher, fitness trainer, or mother with a loyal following could deliver better value at a lower cost.

When It Is A Waste:

X If the influencer's audience is not your pharmacy's audience.

An influencer with followers scattered across the country will not benefit a pharmacy that serves a local neighborhood.

X If you do not have a clear goal.

Are you trying to get people to visit your store? Buy a specific product? Join a wellness program? Without a clear plan, influencer marketing quickly becomes an expensive experiment.

X If your regular customers are not on social media.

Before you pay anyone, ask yourself: Are my customers scrolling on Instagram, TikTok, or Facebook? Your money might be more effective elsewhere if not.

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A Simple Way to Test It Without Breaking the Bank

Before jumping into influencer deals, start small.

- ← Pick one local personality someone your local community in a way they trust.
 customers already like and trust.
- ← Offer them a product sample or invite them for a free service.
- Ask them to share their honest experience on social media.

Watch what happens. Did you get new followers? Did people visit the pharmacy asking for what they saw? Did it start conversations in your community? If yes, you will know it is worth exploring further.

So... Is It a Fit or a Waste?

Here is the truth: Influencer marketing can be effective for community pharmacies, but only if approached wisely. It's not about chasing internet fame but about connecting with your local community in a way they trust.

Start small. Stay local. Keep it authentic.

Ultimately, nothing beats the personal relationships you build inside your pharmacy. Influencers can help introduce you to new people, but it is your service, knowledge, and care that will keep them coming back.

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Quick Tip:

Before you spend a shilling, ask your customers this week:

"Who do you follow online for health and wellness tips?"

Their answers might surprise you — and guide your next move.

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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







NPS: How To Keep Customers Coming Back

BY THE CHEMIST

The Problem You Might Not See

A customer walks into your pharmacy, buys what they need, thank you politely, and leaves. You think everything is fine — but will they come back? Will they recommend your pharmacy to their friends? Or will they quietly choose another chemist down the road next time?

Most pharmacies do not know.

You may be giving excellent service, but without a simple way to measure how your customers *feel*, you are flying blind. And in a world where word-of-mouth and loyalty drive sales, this can quietly hurt your business more than you realize.

Here is the truth: a happy customer might return, but a *delighted customer will remember you* and recommend you to others.

How can you tell the difference?

That is where something called **Net Promoter Score (NPS)** comes in.

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A Pharmacy Where Customers Return You also notice the lower scores — and you **Again and Again**

Now, imagine a different story. In your pharmacy, every customer's opinion matters. You ask them a single straightforward question:

"On a scale of 0-10, how likely are you to recommend our pharmacy to a friend or family member?"

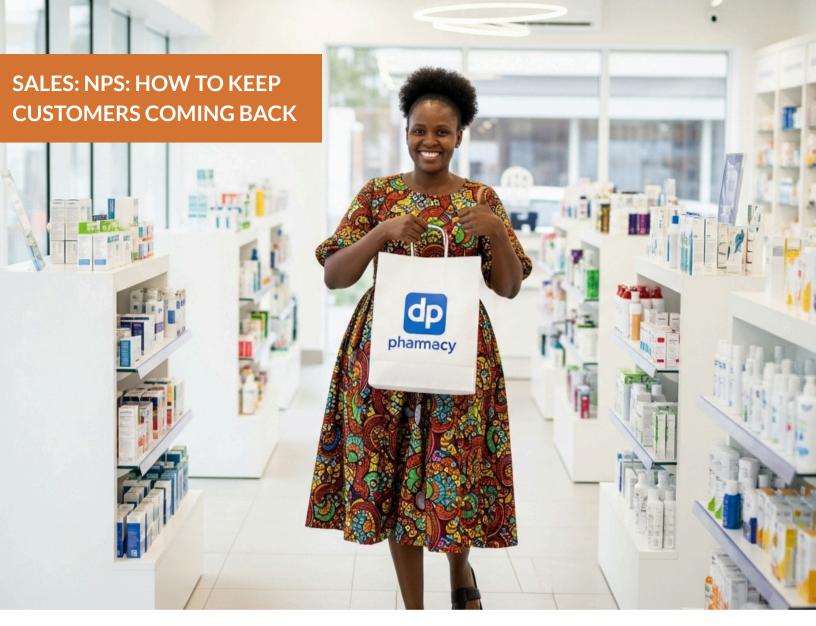
You track the answers. You notice what makes How To Start Using NPS In Your people rate you a nine or a 10 — maybe it is your friendly advice, fast service, or how you always stock the products they need.

gently follow up to find out why. Perhaps it was due to a long wait time or a lack of a key product. Now, you have the chance to fix it. Over time, your customers feel heard. They feel valued. They feel like your pharmacy genuinely cares about them — not just their money.

The result? More returning customers. More referrals. More sales. And a pharmacy community that is loyal to you.

Pharmacy

You do not need fancy software or a big budget to start using NPS today. Here is a simple way to start today:



Pick Your Method

Decide how you will ask the question. It could be:

- A short SMS after a sale
- A WhatsApp message
- A small paper card with the 0-10 questions and a suggestion box

Track The Scores

Collect the numbers. Add them up. The formula is simple:

- 9-10 = Promoters (your loyal fans)
- 7-8 = Passives (they are okay but not excited)
- 0-6 = Detractors (at risk of leaving or complaining)

Act On The Feedback

Call or message customers who give low scores and thank them for being honest. Ask what you could have done better. Even a minor fix can win them back.

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SALES: NPS: HOW TO KEEP CUSTOMERS COMING BACK



NPS

How likely are you to recommend us to friend or family member?

0 0 4 -10



Celebrate The Wins

When you get a 9 or 10, ask for permission to share their comments (anonymously or with a first name). Display them in your pharmacy or on social media. It builds trust with your community.

It Is Not About The Score, It Is About Connection

NPS is not just a number but about showing your customers you care enough to ask for their opinion — and then actually listening.

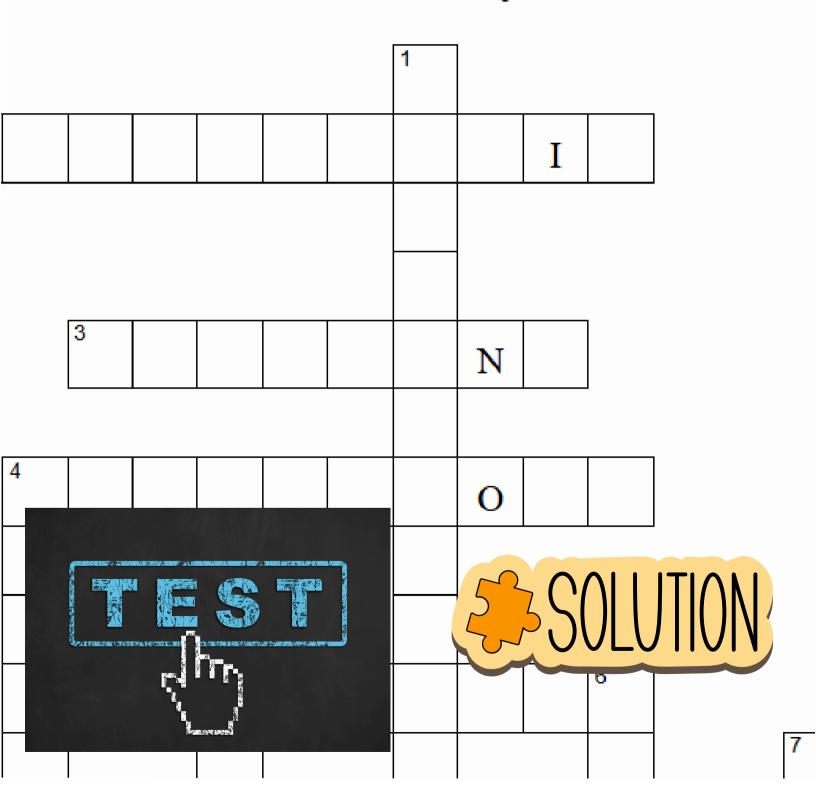
In pharmacy, where relationships matter as much as medicine, this is one of the most effective, most straightforward tools you can use to grow.

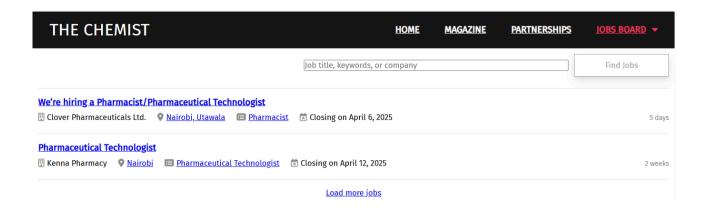
Start small. Keep it honest. Watch the difference it makes.

Your customers will notice — and they will keep coming back.

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CEFAZOLIN by The Chemist





Looking for Your Next Pharmacy Job? We've Got You!

Are you a skilled pharmacy professional looking for the right job in a community pharmacy?

- 💡 We know how tough job hunting can be.
- Over 400 community pharmacies trust us for practical advice—now, we're making job searching easier for you!

The Pharmacy Career Jumpstart

- Step 1: Visit <u>thechemist.co.ke/job-board/</u>
- Step 2: Apply for jobs that fit your skills.
- ✓ Step 3: Land a role where you can grow!
- Check out the list and find your next job now! → thechemist.co.ke/job-board/
- Don't miss out on great opportunities!
- Start growing your career today.

PS: Looking for a team member to grow your pharmacy? Advertise via https://thechemist.co.ke/job-board/employer/ for FREE & get your ad in front of 400+ Community Pharmacy professionals.

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