

THE
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THE COMMUNITY PHARMACY GROWTH KIT

JULY 2025

Innovative Product Spotlight

FOR PHARMACY GROWTH



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Thermal Socks

RRP: Ksh 999 - Ksh 1800



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Overview

A cold season essential. These soft, insulated socks are designed to keep feet warm and cozy during chilly mornings and nights. Ideal for seniors, school children, diabetics, and anyone looking to stay comfortable in the cold. Stocking them positions your pharmacy as a wellness hub — not just a place for medicine. Perfect for pharmacies looking to offer practical, innovative solutions for winter wellness, these socks are a must-have for customers seeking comfort and protection during the coldest months.

Key Features:

- Multi-layered, thick, heat-retaining fabric (cotton fleece, merino wool, bamboo, acrylic or thermal blend) for maximum insulation
- Available in adult and child sizes
- Non-slip sole options for safety
- Comes in assorted colors and styles
- Machine washable and reusable
- Moisture-wicking inner layer keeps feet dry
- Odor-control and antimicrobial options available
- Reinforced heels and arch support for durability and comfort

Target Market

Demographics:

- Adults 30–70
- School children
- Elderly and diabetic clients
- Outdoor workers, students, athletes
- People with poor circulation or diabetes

Psychographics:

- Health and comfort-minded
- Value practical, season-relevant solutions
- Often shop in pharmacies for wellness and personal care extras
- Active lifestyles
- Value warmth, and preventive care

Value to Clients

Short-term:

- Keeps feet warm and dry
- Prevents cold-related discomfort like numbness

Long-term:

- Supports good circulation, especially for diabetics and elderly clients
- Reduces cold weather-related illnesses
- Supports foot health

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Sales Projections

Potential Market Size:

- 20 - 30 units monthly

Estimated Monthly Revenue:

- KES 19,980 to KES 29,970 (assuming RRP of KES 999 per unit)

Selling Strategies

- Display at the counter, cold med section, and personal care shelves
- Bundle with lozenges, and hot water bottles
- Offer a discount on two pairs or more
- Display near checkout
- Bundle with foot creams, hand warmers, or wellness packs
- Promote as part of “Stay Warm” pharmacy campaigns

Marketing Suggestions

Effective Channels:

- Facebook & WhatsApp posts on “5 Must-Haves for Cold Season Comfort”
- Run a ‘Cold Weather Wellness’ shelf promo in July
- Feature in pharmacy newsletters or WhatsApp broadcasts
- In-pharmacy demos: “Feel the Difference” touch-and-feel displays
- Social media posts on cold weather health tips and benefits of thermal socks
- Highlight testimonials from customers who’ve experienced improved comfort

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Vitamin C

RRP: Ksh 150 - Kshs 1799

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Overview

A reliable immunity booster for the cold season. These chewable or suckable strengthen the body's defenses, soothe sore throats, and help prevent colds. Great for both adults and kids — easy to carry, pleasant tasting, and pharmacy-trusted. Vitamin C is more than just an immune booster—it's a pharmacy staple that's seeing a surge in popularity thanks to its versatility and proven health benefits. From supporting immunity to acting as a powerful antioxidant, Vitamin C is a customer favorite, especially during cold and flu season. Pharmacies can leverage its broad appeal and innovation in delivery formats to drive growth and repeat business

Key Features:

- Available in sugar-free, natural, and kid-friendly options
- Helps reduce cold duration and severity
- Supports immunity and throat comfort
- Individually wrapped or in small tins
- Potent antioxidant—protects cells from oxidative stress
- Available in tablets, capsules, powders, and chewables
- Innovative formulations for enhanced absorption and bioavailability
- Suitable for all ages

Target Market

Demographics:

- Adults 18–65
- School children
- Office workers, matatu drivers, healthcare workers
- Individuals with increased immunity needs or dietary gaps

Psychographics:

- Health-conscious, prefer preventive care
- Value convenient, on-the-go solutions
- Often purchase pharmacy wellness products
- Interested in daily supplements and holistic health

Value to Clients

Short-term:

- Boosts immunity
- Relieves sore throat and cold symptoms
- Fights fatigue and helps maintain energy levels

Long-term:

- Supports year-round immune health
- Reduces risk of recurring cold and flu

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Sales Projections

Potential Market Size:

- 40 to 60 units monthly

Estimated Monthly Revenue:

- KES 6,000 to KES 9,000 (assuming RRP of KES 150 per unit)

Selling Strategies

- Place near the till, cold meds, and immune support sections
- Bundle with hot water bottles, multivitamins, zinc supplements, and Thermal Socks
- Promote 'Buy 2, Get 1 Free' offers for families
- Offer as part of "Immunity Packs" or wellness bundles

Marketing Suggestions

- Pharmacy WhatsApp polls on favorite cold season remedies
- Share a "3 Quick Ways to Strengthen Immunity This July" post featuring the lozenges
- Include in pharmacy cold & flu care packs
- Pharmacy social media: "Why Vitamin C?" educational posts
- In-store info cards highlighting benefits and usage tips
- Run promotions during peak cold/flu season or wellness campaigns

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