

# THE CHEMIST

THE COMMUNITY PHARMACY GROWTH KIT

## LEADERSHIP

Is It Time To Pivot Your  
Pharmacy? How To Spot  
The Signs Early

## OPERATIONS

How To Automate Your  
Pharmacy: Tools, Tricks &  
What Works

## SALES

How Much Is Your Pharmacy  
Worth? A Guide For Owners  
Eyeing A Sale

**Test Your Knowledge  
Puzzle Inside**





# 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?

- ✗ Your stock expires.
- ✗ You lose money.
- ✗ 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 July, it's time to future-proof your pharmacy. Find out if it's the right moment to pivot your business, explore intelligent tools and tricks to automate your operations, and learn how to build marketing consistency that drives results. Plus, get expert advice on valuing your pharmacy — whether you're planning to grow, sell, or stay ahead of the competition.

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LEADERSHIP: IS IT TIME TO PIVOT  
YOUR PHARMACY? HOW TO SPOT  
THE SIGNS EARLY

# Is It Time To Pivot Your Pharmacy? How To Spot The Signs Early

BY THE CHEMIST

## When Business Starts Feeling Off

Running a pharmacy is not what it used to be.

Remember those days when customers would stream in steadily, stock would move without too much effort, and margins felt fair? You had a good sense of what your community wanted, and you felt in control of your business.

But lately, maybe things feel... different.

Sales are not as steady. You are holding more dead stock than usual. Foot traffic is lower. New competitors — both large chains and online shops — are emerging. Customer tastes are shifting. You hear more about services like home deliveries, wellness programs, and health screenings — and you are wondering if your pharmacy is getting left behind.

©





## LEADERSHIP: IS IT TIME TO PIVOT YOUR PHARMACY? HOW TO SPOT THE SIGNS EARLY

If any of this sounds familiar, you are not alone. Many pharmacy owners are quietly feeling the same. Often, those who wait too long to act find themselves stuck, playing catch-up, or forced to close their doors altogether.

### What It Could Look Like Instead

Now, imagine your pharmacy a year from today.

You have relooked at what your community wants. You have introduced services or products that fill fresh gaps. Maybe you have partnered with a delivery app or cleared out slow-moving stock to make space for fast-selling essentials. You have tweaked your pricing, revamped your front display, or started offering health talks at local schools and churches.

The result?

Your shelves turn over faster. New faces walk through your door. Loyal customers stay because they feel understood and valued. You wake up with new energy for your business, knowing you are building a pharmacy that remains relevant and profitable.

### Here Is How to Spot the Pivot Point

So, how do you know when it is time to pivot? And what early signs should you watch out for before it is too late?

Here are five clear signs it might be time to rethink your pharmacy's direction:

#### 1. Sales Are Flat or Dropping



## LEADERSHIP: IS IT TIME TO PIVOT YOUR PHARMACY? HOW TO SPOT THE SIGNS EARLY



If you have noticed your daily or monthly sales are not growing — or worse, they are dipping — it is a red flag. While **seasonal fluctuations** and **economic shifts** can certainly impact a business, a consistent downward trend indicates a more fundamental problem.

**Tip:** Track your daily sales for the last 3-6 months. If there is a noticeable dip without an apparent reason, it is time to investigate.

### 2. Customers Keep Asking for Things You Do Not Stock

Are customers frequently asking for products or services you do not offer?

Whether it is wellness supplements, skincare lines, home delivery, or health talks — those requests are valuable clues. Ignoring them means lost sales and missed chances to deepen customer loyalty.

**Tip:** Keep a small notebook or use your phone to jot down recurring customer requests.

### 3. You Are Holding Too Much Dead Stock

Slow-moving stock ties up your money and clogs valuable shelf space. It might be a sign that your product selection is not aligned with current demand if you are noticing medicines, supplements, or personal care products that have overstayed their welcome.



## LEADERSHIP: IS IT TIME TO PIVOT YOUR PHARMACY? HOW TO SPOT THE SIGNS EARLY



**Tip:** Do a stock audit and mark items that have not moved in 3 months. Plan a clearance sale or bundle offer to free up space.

### 4. New Competitors Are Gaining Ground

It's a signal to reassess your value proposition if a nearby chain or online pharmacy is pulling away your regular customers. What makes you different? What do you offer that they cannot?

**Tip:** Focus on being community-first — offer personalized services, loyalty cards, or health workshops they cannot replicate.

### 5. You Feel Stuck or Demotivated

Business challenges are common. It's a clear signal your business might need a fresh direction if you find yourself constantly **drained, uninspired, or unsure of what steps to take next**. Often, the venture reflects the owner's energy.

**Tip:** Spend a day outside your pharmacy visiting other health businesses or attending a local pharmacy event. Fresh ideas often spark from seeing what others are doing.

### It Is Your Move Now

Every pharmacy reaches a point where change is needed. The good news is — pivoting does not mean closing your pharmacy or taking huge risks. It can be as simple as:



## LEADERSHIP: IS IT TIME TO PIVOT YOUR PHARMACY? HOW TO SPOT THE SIGNS EARLY



- ✓ Introducing one new service
- ✓ Dropping one slow-moving product range
- ✓ Collaborating with a nearby business
- ✓ Repackaging your offers in a way that excites your community

The key is spotting the signs early and acting with courage. Your pharmacy is more than just a shop — it is a vital part of your community's health. Keep it growing, keep it relevant.

**P.S.** Thinking about a pivot? Start small. This week, **reach out to your top 10 customers** and ask them what products or services they wish you offered. You might be surprised by what you learn.

**Bonus:** Follow [The Chemist WhatsApp](#) channel to access the “Is It Time To Pivot Quiz” & discover if your pharmacy needs a strategic *pivot* to stay competitive & profitable.





# How To Automate Your Pharmacy: Tools, Tricks & What Works

BY THE CHEMIST

## The Daily Struggle

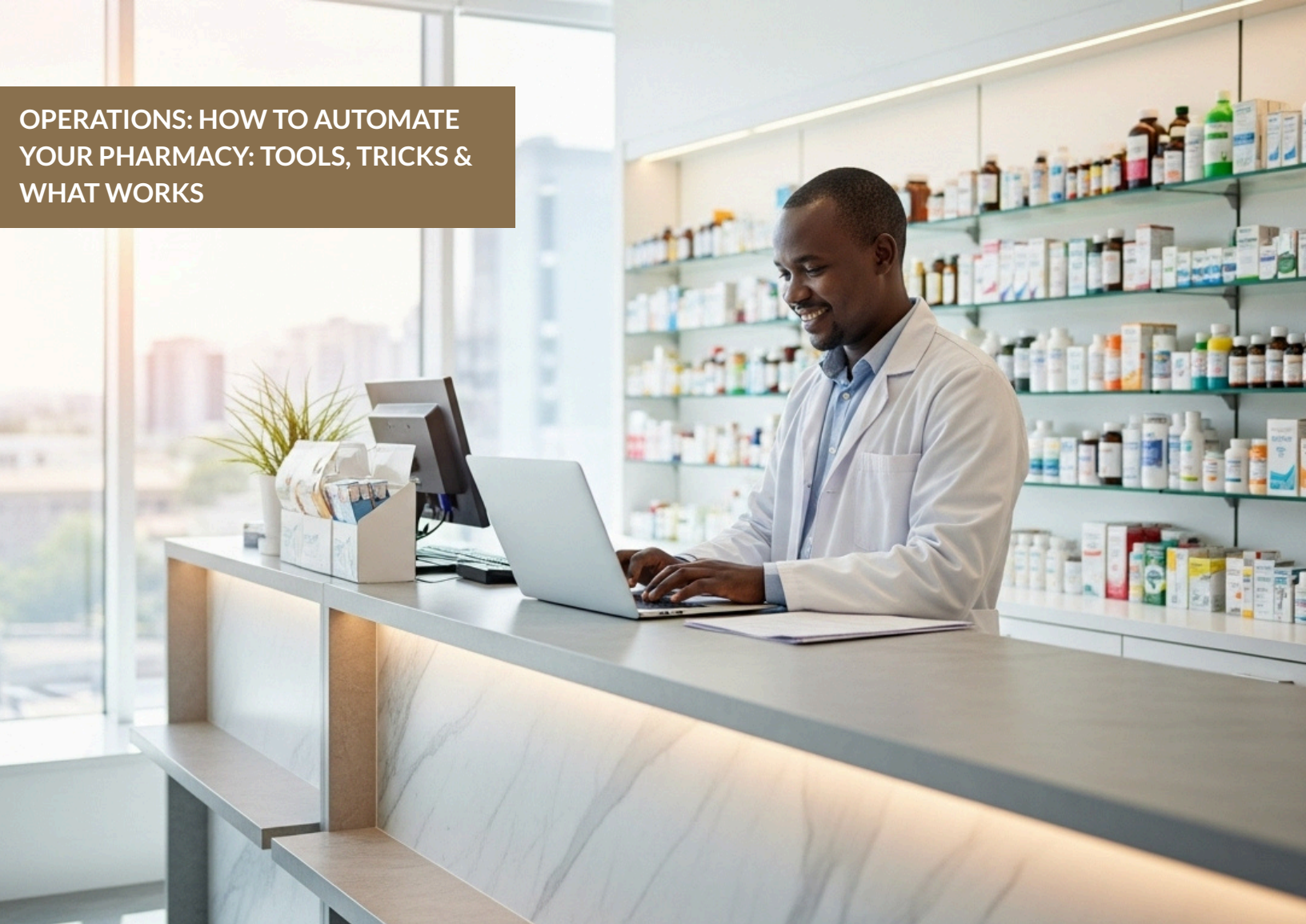
If you run a pharmacy, you probably know the feeling: endless stock counts, multiple calls from suppliers, chasing sales, and juggling staff schedules — all while trying to serve your customers with a smile.

Most community pharmacy owners wear too many hats. You are the boss, the buyer, the accountant, and sometimes even the cleaner. It's easy to feel overwhelmed as if you're always behind on something important.

But here is the truth:

**You no longer have to do it all manually.**

## OPERATIONS: HOW TO AUTOMATE YOUR PHARMACY: TOOLS, TRICKS & WHAT WORKS



Even small, independent pharmacies are now embracing simple, affordable tools to lighten the load. And no — it is not about replacing people. It's about working smarter so you can focus on what matters: growing your pharmacy and serving your community better.

### The Smart Way Forward

So, what exactly is pharmacy automation?

It involves implementing **tools, apps, and systems to streamline repetitive, time-consuming tasks**. Things like:

- Tracking stock levels
- Sending price alerts to customers
- Scheduling staff shifts
- Following up with regular clients
- Generating sales reports

And the good news? You do not need fancy robots or a huge budget to get started. Some of the best tools are already on your phone or computer — you only need to use them differently.

### Why should you care about automation?

Because it saves you time, reduces mistakes, improves customer service, and gives you better control over your business. And in today's competitive market, that can be the difference between just surviving and growing. ©





## Pharma Deals

All Suppliers



All Deals



Apply Filters

### The Payoff — Practical Tools & Tricks You Can Start With

Ready to dip your toes into automation? Here are **five simple tools and tricks that work** for pharmacies:

#### 1. Stock Management Apps

Stop counting medicine manually every week. Tools, including **Excel-based trackers**, can help you monitor stock levels, expiry dates, and reorder points.

**Pro tip:** Set low-stock alerts on your phone or email to avoid stockouts.

#### 2. Automated Customer Messaging

Send broadcast messages about new offers, delivery updates, or promotions using **WhatsApp Business**. You can also use free scheduling tools to pre-plan messages.

**Pro tip:** Send refill reminders to regular clients — it boosts sales and customer loyalty.

#### 3. Simple Sales & Expense Tracking

If you're still using paper or memory, switch to apps. These help track daily sales, which products move fastest, and monitor profits.

**Pro tip:** Use the sales reports to identify your top 10 best-selling products and focus promotions around them.

## OPERATIONS: HOW TO AUTOMATE YOUR PHARMACY: TOOLS, TRICKS & WHAT WORKS



### 4. Supplier Price Comparison Dashboards **Start Small, Grow Fast**

Instead of calling five suppliers, use online dashboards like [The Chemist Pharma Deals Dashboard](#) to check who has the best prices this week.

**Pro tip:** Buy from at least two wholesalers to spread your risk and get better deals.

### 5. Shift Scheduling Tools

Streamline shift management and cut down on endless phone calls with staff scheduling apps or even simple Google Sheets templates.

**Pro tip:** Create a digital schedule that everyone can access from their phone.

The idea of automating your pharmacy might sound intimidating at first. But you do not need to overhaul everything overnight. Start with one small tool, get comfortable, then add another.

Most importantly — do not let technology scare you.

**It is here to help, not replace you.**

The most successful pharmacies today are not those with the biggest shelves. They are the ones who use their time and data wisely.

**P.S.** Want to see what deals other pharmacies are getting? Check out our [Pharma Deals](#) dashboard this month and start saving smart.



SALES: HOW MUCH IS YOUR  
PHARMACY WORTH? A GUIDE FOR  
OWNERS EYEING A SALE



# How Much Is Your Pharmacy Really Worth? A Guide For Owners Eyeing A Sale

## The Question Every Pharmacy Owner Asks (But Often Too Late)

Have you ever wondered what your pharmacy would be worth if you sold it today? Maybe you have overheard a friend or a colleague mention a sale price and thought, *“Wait — is my business worth more? Or less?”*

It is a question many community pharmacy owners quietly ask themselves, especially after years of hard work. However, here's the thing: most of us only think about the value of our business when we *have to* — when retirement is looming, a family emergency strikes or a major buyer expresses interest.

By then, it is often too late to make changes that could increase the value.

BY THE CHEMIST

SALES: HOW MUCH IS YOUR PHARMACY WORTH? A GUIDE FOR OWNERS EYEING A SALE



So whether you are actively considering selling or just curious about how your pharmacy stacks up, it's a good idea to understand what makes a pharmacy valuable — and what doesn't.

What Most People Think Determines Value (And What Does)

Let's clear up a common myth:

Your pharmacy's value isn't just about how much stock you have on the shelves.

Sure, stock matters. But buyers — and even valuers — look at the bigger picture.

Here are some of the things that determine your pharmacy's worth:

- ☒ **Profitability**  
How much actual profit does your business make after expenses? Not just sales — profit.
- ☒ **Customer Loyalty**  
Do you have regular, repeat customers? Or is your business too dependent on walk-ins?
- ☒ **Location & Competition**  
Is your pharmacy in a high-traffic, growing area? Are there too many other pharmacies nearby?



## SALES: HOW MUCH IS YOUR PHARMACY WORTH? A GUIDE FOR OWNERS EYEING A SALE



### ✓ Systems & Processes

Do you have clear systems for stock management, staffing, and operations? A pharmacy that operates seamlessly, even without the owner present, is significantly more attractive to potential buyers.

### ✓ Licensing & Compliance

Is your paperwork in order? Are your licenses current? Any legal risks can drop your value.

### ✓ Growth Potential

Are there untapped services you could introduce? A pharmacy with clear growth opportunities is worth more.

## How to Find Out What Your Pharmacy's Worth — And Boost It

**Start with a simple valuation exercise.**

You don't have to hire a valuer just yet. Start by gathering:

- Last 3 years profit and loss statements
- Stock value
- List of services offered
- Number of regular (returning) customers per week
- Rent agreement and licensing details



## SALES: HOW MUCH IS YOUR PHARMACY WORTH? A GUIDE FOR OWNERS EYEING A SALE



Compare your profits to the industry average. **Bonus tip:**

If you're lower, it doesn't mean you're failing — it means there's room to grow (and add value).

### Boost your value before you sell.

Even if you're not selling soon, small moves now can mean a bigger payday later.

- ✓ Clean up your financial records
- ✓ Introduce a customer loyalty program
- ✓ Automate stock management
- ✓ Review and renegotiate supplier terms
- ✓ Add profitable services like vaccinations, health screenings, or delivery
- ✓ Strengthen your staff training and documentation

Start keeping a *Value Growth File* — a simple folder (physical or digital) where you track improvements you've made, like revenue growth, new services launched, or customer numbers. It's a small thing, but buyers love evidence of progress.

### You Deserve to Know Your Worth

Grasping your pharmacy's **current valuation** provides a powerful sense of control and confidence, whether a sale is imminent or years away. It puts you in control. And it reminds you that this business you've built isn't just shelves and stock — it's a real asset.



## SALES: HOW MUCH IS YOUR PHARMACY WORTH? A GUIDE FOR OWNERS EYEING A SALE



So don't wait for someone else to tell you what your pharmacy is worth.

**Start today. Check your numbers. Spot your gaps. Grow your value.**

And when you're ready, you'll sell on your terms.

## MARKETING: WHY YOUR PHARMACY MARKETING SHOULD NEVER TAKE A BREAK



# Why Your Pharmacy Marketing Should Never Take A Break

BY THE CHEMIST

### When Business Goes Quiet:

Have you ever had those months when business slowed down? Maybe it's during exam season, after a holiday rush, or in the middle of the rainy season.

You notice fewer customers walking in, sales drop, and it feels like the community isn't thinking about pharmacy services as much.

At that point, it's tempting to cut back on marketing. After all — why promote when people aren't coming in? You might decide to pause your social media posts, hold off on promotions, or skip placing your usual posters at the clinic next door.

### But here's the problem:

When your pharmacy goes quiet, people forget about you. And when business picks up again, it's much more challenging (and more expensive) to get those customers back.



## MARKETING: WHY YOUR PHARMACY MARKETING SHOULD NEVER TAKE A BREAK



### What Happens When You Stay Visible:

Now, imagine a different picture. Even during slow months, your pharmacy stays top of mind. Customers still see your health tips on WhatsApp, your posters, and your Facebook posts about your delivery services.

You become the pharmacy that feels present — the one people trust because you're always adding value, not just selling.

So when flu season hits, or someone needs allergy meds, guess who they'll remember first? You.

**That's the power of never pausing your marketing.**

### How To Stay Consistent (Without Burning Out)

If you're worried about time, budget, or what to even say during quiet months — don't stress. Marketing doesn't have to be complicated or expensive to work. Here are five simple, proven ideas you can start using right now:

#### 1. Use WhatsApp Status Daily

Share simple updates like "Today's offer: 5% off cough syrups" or a health tip like "Drink more water in this cold weather." It keeps your business top-of-mind for your regulars without breaking the bank.

## MARKETING: WHY YOUR PHARMACY MARKETING SHOULD NEVER TAKE A BREAK



### 2. Pin Posters Where People Wait

The waiting bay at your nearby clinic or maternity hospital can be gold. Update your poster every month. Focus on common concerns of that season — digestion tips after holiday feasting, mosquito bite care, or school health checks.

### 3. Run a Tiny Giveaway

Give away something small — like a box of vitamin C or a pharmacy-branded pen — for people who answer a fun health question on your Facebook page. It keeps your page active and keeps customers engaged.

### 4. Partner With a Local Clinic or Gym

Even if business is slow, people continue to visit clinics and gyms. Team up for joint promotions: “Buy any supplement, get a free blood pressure check” or “Show this SMS and get a discount.”

### 5. Pre-Schedule Posts

On weeks when you’re busy, use free tools like Facebook Creator Studio to schedule posts in advance. That way, even when you forget, your pharmacy still shows up in people’s feeds.



## MARKETING: WHY YOUR PHARMACY MARKETING SHOULD NEVER TAKE A BREAK



### A Small Reminder That Makes A Big Difference:

Your pharmacy doesn't need a flashy billboard to stay relevant. It just needs to be present. Even simple, friendly reminders of your services keep you in people's minds when they need you most.

Because here's the truth: **pharmacies that stay visible win in the long run.** So, even during your slow seasons, don't let your marketing go quiet.

**Start small. Stay consistent. Watch your pharmacy grow.**



# Cash Reserves: How Much Should Your Pharmacy Have?

BY THE CHEMIST

## The Problem No One Talks About

Any community pharmacy owner will tell you that running their business is a constant juggle. One minute, business is steady; the next, you're hit with a delayed insurance payment, a sudden supplier price hike, or an emergency repair for the fridge storing your cold-chain items. And in those moments, having cash set aside can mean the difference between calmly fixing a problem or scrambling to stay open.

The truth is many pharmacy owners don't know how much cash they should be holding in reserve. Most of us rely on whatever's left after paying salaries, rent, and stock. But that's risky. Because when unexpected expenses come, and they always do, having no cash cushion leaves your business vulnerable.



# CASHFLOW: CASH RESERVES: HOW MUCH SHOULD YOUR PHARMACY HAVE?



## Why It Matters More Than You Think

Cash reserves aren't just for emergencies. They buy you breathing space.

When you have a cash buffer, you can:

- **Take advantage of supplier discounts** for early payments.
- **Restock fast-moving items** without waiting for insurance claims.
- **Cover payroll** even in slow months.
- Ultimately, these **reserves empower you** to manage your pharmacy proactively, turning potential crises into mere inconveniences.

And perhaps most importantly, it gives you peace of mind. You sleep better knowing your pharmacy can weather storms without closing your doors or disappointing your community.

Think about this — you've worked too hard to let one bad month undo years of effort. A proper cash reserve helps you protect everything you've built.

## How Much Should You Have?

So, what's the magic number?

Many financial experts recommend setting aside **at least 3 to 6 months' worth of your fixed monthly expenses**. In simple terms:

- **Add up your rent, salaries, licenses, insurance, and other unavoidable costs.**
- **Multiply that total by 3 to 6 months.**





CASHFLOW: CASH RESERVES: HOW MUCH SHOULD YOUR PHARMACY HAVE?



For example:

If your pharmacy's monthly fixed expenses are **KSh 400,000**, aim for a reserve of:

- **KSh 1.2 million (for 3 months)** or
- **KSh 2.4 million (for 6 months)**

Yes — it sounds like a lot. And no, you don't have to save it all at once.

**Start small.** Set a goal for one month's expenses. Once you hit that, aim for two. It's not about perfection — it's about progress.

**Bonus Tip:** Open a separate business savings account for your reserves. Avoid mixing it with your operating cash. That way, you're not tempted to dip into it unnecessarily.

**Protect What You've Built**

Your pharmacy serves your community in ways no one else does. However, to maintain that crucial service, safeguarding your pharmacy's financial health is paramount.

A solid cash reserve gives you freedom, confidence, and staying power. Start building yours today — because you deserve a business that isn't living hand-to-mouth.





## 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

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- Enjoy free shipping on all orders placed this month\*

\*Terms & Conditions Apply



**ORDER NOW**





# How To Turn WhatsApp Into Your Pharmacy's New Branch

BY THE CHEMIST

Imagine if your pharmacy could be just a message away for every customer, no matter where they are. What if your patients could ask questions, order medicines, or get reminders, all with the convenience of a simple chat? With WhatsApp, this isn't just possible—it's already happening. Let's walk through how you can turn WhatsApp into your pharmacy's newest, busiest branch.

## The Traditional Pharmacy Experience

While deeply rewarding, managing a community pharmacy is undeniably demanding, presenting a unique set of challenges. Customers often call to check if a medicine is in stock, or they visit only to find out their prescription isn't ready. Busy phone lines, missed calls, and limited opening hours can leave both staff and patients frustrated.



## PRODUCT: HOW TO TURN WHATSAPP INTO YOUR PHARMACY'S NEW BRANCH



You want to offer more—faster service, better communication, and a personal touch—but how can you do that without hiring more staff or expanding your physical space?

### Your Pharmacy, Always Open on WhatsApp

Now, picture this: Your pharmacy is always open on your customers' phones. Patients can:

- **Send a quick message to check medicine availability**—no more waiting on hold or making unnecessary trips.
- **Order prescriptions by sending a photo**, making the process simple and private.

- **Get instant answers to common questions** about dosages, side effects, or opening hours, even after closing time.
- **Receive reminders** to refill their medications, helping them stay healthy and loyal to your pharmacy.
- Send broadcast messages with your latest offers and health tips to **consistently remind customers of your pharmacy**.
- **Feel cared for**—because you're just a message away, whenever they need you.

Your staff can communicate easily, delegate tasks, and keep everyone in the loop—right from their phones.



## PRODUCT: HOW TO TURN WHATSAPP INTO YOUR PHARMACY'S NEW BRANCH



### How To Make WhatsApp Your New Branch

Ready to get started? Here's how you can turn WhatsApp into your pharmacy's digital branch –practically and effectively:

#### 1. Set Up a Professional WhatsApp Business Profile

- Add your pharmacy's name, logo, address, hours, and a short description.
- Include your website link and location to help customers find you easily.

#### 2. Use Automated Messages

- Set up greeting messages to welcome new customers.
- Use "away" messages to let people know when you're closed or on holiday.

#### 3. Streamline Prescription Orders

- Ask customers to send photos of their prescriptions.
- Let them know when their medicines are ready for pickup, or arrange delivery if possible.





## **PHARMACY NAME**

### **4. Answer Questions Quickly**

- Use quick replies for common questions (opening hours, directions, refills).
- Consider using WhatsApp API or chatbots for even faster, 24/7 support.

### **5. Share Updates and Promotions**

- Send broadcast messages about new products, health tips, and special offers.
- Keep your customers engaged and informed—without spamming.

### **6. Keep Team Communication Smooth**

- Utilize WhatsApp groups to coordinate shifts, share updates, and delegate tasks among staff.

### **7. Stay Secure and Compliant**

- Use the official WhatsApp Business app or API for secure, GDPR-compliant communication.
- Always protect patient privacy and follow local regulations.

## PRODUCT: HOW TO TURN WHATSAPP INTO YOUR PHARMACY'S NEW BRANCH



### You Already Have What You Need

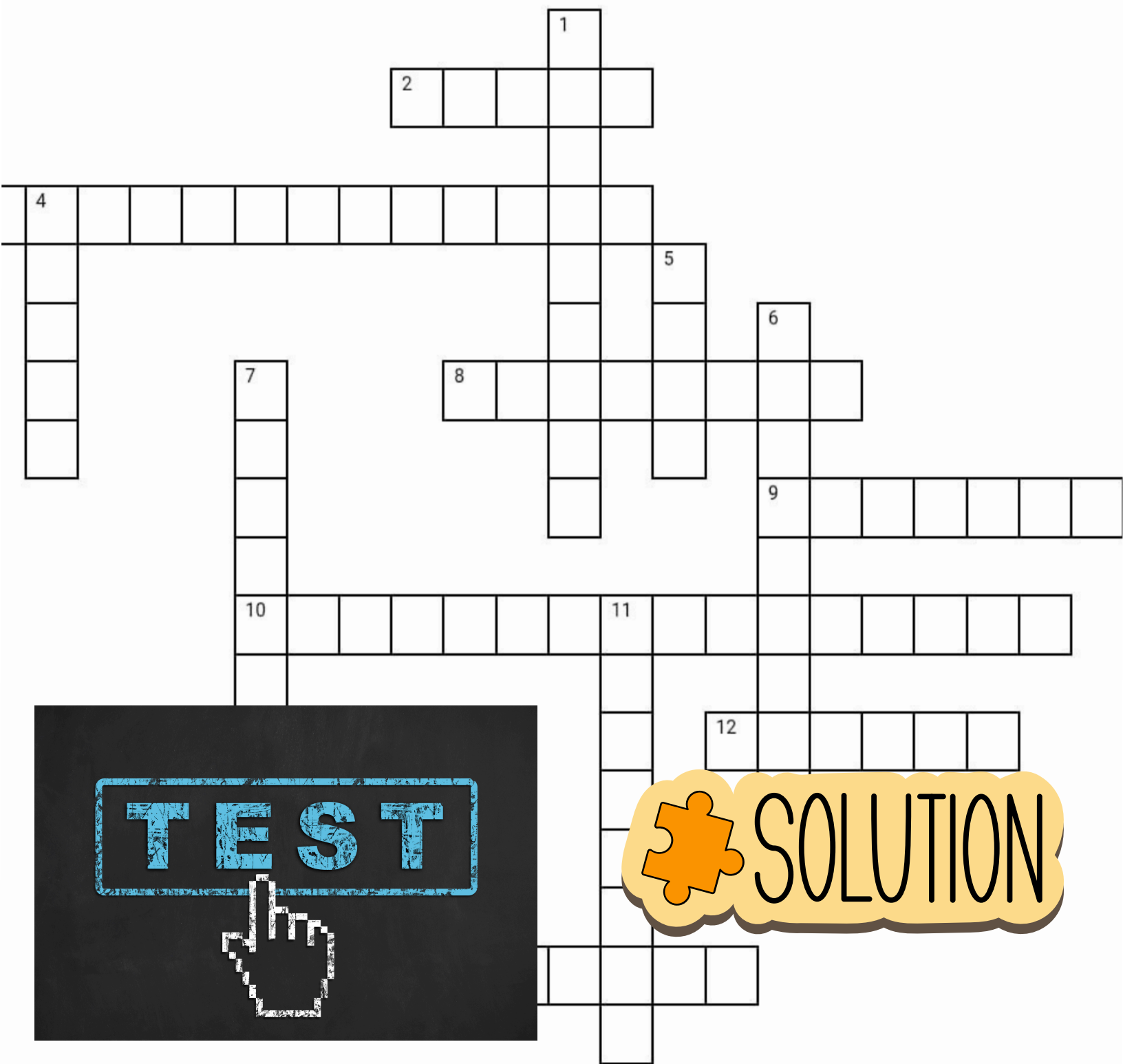
The best part? Your customers are already on WhatsApp. You don't need expensive software or complicated training—just a willingness to meet your patients where they are. By making WhatsApp your pharmacy's new branch, you're not just keeping up with the times—you're building stronger relationships, improving service, and growing your business.

**Your pharmacy is more than a place—it's a community. With WhatsApp, that community just got a whole lot closer.**

*Ready to get started? Your next loyal customer might be just a message away.*



DEXTROMETHORPHAN by The Chemist



TEST



SOLUTION

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- ✓ 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/](https://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.