

THE CHEMIST

THE COMMUNITY PHARMACY GROWTH KIT

MARKETING

Turning Your Staff Into
Social Ambassadors

SALES

The First 30 Seconds

LEADERSHIP

How To Write A
Pharmacy Job Description

DUOPHARMA
Play. Learn. Care.





Products expiring on you?

You work hard to control your inventory, but sometimes products expire on your shelves. You wonder, if there's a way, you could prevent the headache of expiries.

Expired Stock = Additional Expenses

Expired medicine is additional discarding costs. The more products expire on your shelves, the more losses you incur. That's bad for business.

- ✓ We understand your struggle. Many pharmacies face the same problem.
- ✓ We have the solution. We've helped pharmacies get rid of slow moving stock—all while impacting their communities too!

Empty the Shelf, Impact Lives

- Post It – Post the products you want off your shelf.
- Search It – Check out the products needed for donations.
- Impact Lives – Impact lives, get rid of stress, and grow your pharmacy brand.

Act Now: Compound Your Impact Today!



Click for impact —before the items become a liability!

The Cost Of Waiting?

- ✗ You have expired items.
- ✗ You lose money.
- ✗ Your pharmacy suffers additional disposal costs.

What You Gain!

- ✓ You impact lives.
- ✓ You minimize losses.
- ✓ You grow your pharmacy brand & business.

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July is about the people behind your pharmacy — who you hire, who's already on your team, and the first impression they leave on every customer. In this issue, we explore how to write a job description that attracts the right hire, why your staff might be your most powerful marketing asset, and the small moments — a call, a message, a partnership — that quietly decide whether your pharmacy grows or stalls.

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Turning Your Staff Into Social Ambassadors

BY THE CHEMIST

Every week, you post something. A product photo. A health tip. Maybe a boosted post about a new arrival. It takes effort, and the engagement is... modest. Meanwhile, you scroll past a competitor's page and notice something different — it's not polished. It's a staff member in a lab coat, laughing while explaining how to use a nebulizer, filmed on a phone propped against a shelf. It has three times the comments your last post got.

You're not imagining it. Something has shifted in how people respond to pharmacy content online — and it isn't about better cameras or bigger budgets.

The Hidden Shift Many Pharmacies Are Missing

For years, the marketing advice was simple: post consistently, use good photos, maybe boost a few posts around payday. Many pharmacies followed this playbook, and it worked well enough. But something has changed in how customers scroll.

MARKETING: TURNING YOUR STAFF INTO SOCIAL AMBASSADORS



People have become highly skilled at recognising — and skipping past — anything that feels like an advertisement. A perfectly lit product shot barely registers anymore. What stops the scroll now is different:

- A real person, not a stock-style photo
- An unscripted moment, not a polished caption
- A face customers recognise from their last visit to the counter

This isn't a small trend. Marketing teams at much larger companies are already redirecting ad budgets away from static, professional-looking ads and toward employees creating their own content — because audiences trust a real staff member's voice more than a brand's voice.

If national companies with big ad budgets are moving this way, it's worth asking what it means for your pharmacy's much smaller, much more personal footprint.

A Pharmacy Where Your Team Is Your Marketing Department

Imagine this instead: your dispensing technologist posts a 30-second video explaining why she recommends a particular cold remedy this season. Your newest staff member films a quick "myth vs fact" about painkillers, in her own words, with her own energy. None of it looks professionally produced — and that's exactly why it works. Customers don't just see a product anymore.

MARKETING: TURNING YOUR STAFF INTO SOCIAL AMBASSADORS



They see the person they'll meet when they walk through your door. By the time they arrive, they already feel like they know someone there — and that familiarity is worth more than any discount you could offer.

This is not about turning your staff into influencers. It's about letting the trust they already build at the counter, every day, extend onto the platforms where your customers are already spending their time.

How To Build This: A Simple System You Can Start This Week

Step 1: Start With Willing Staff, Not All Staff

Not everyone is comfortable on camera, and that's fine.

Identify one or two team members who are naturally chatty with customers or already enjoy being on their phones. Ask them directly: "Would you be open to filming a few short videos about things you already explain to customers every day?" Frame it as an invitation, not a job requirement.

Step 2: Coach, Don't Script

The biggest mistake is handing someone a script. It kills the authenticity that makes this format work in the first place. Instead, coach lightly:

- Give them the topic, not the words ("Explain why you always ask customers if they're on any other medication before recommending something")



MARKETING: TURNING YOUR STAFF INTO SOCIAL AMBASSADORS

- Let them practice a few times without recording, just talking it through
- Remind them: mistakes and pauses are fine. Perfectly smooth delivery is not the goal.

Some pharmacies find it helpful to run a short "practice week" — staff film a few videos just for internal review, not for posting, so nerves settle before anything goes live.

Step 3: Give Them Simple Tools, Not Complicated Ones

Your staff member doesn't need a ring light or an editing course. A smartphone propped against a shelf, natural pharmacy lighting, and a 30–60 second clip is enough.

If you have a phone stand or tripod sitting unused in a drawer, this is exactly what it's for.

Step 4: Let Leadership Go First

If you, as the owner or manager, are hesitant to appear on camera yourself, your staff will feel that hesitation too. You don't need to become an influencer — but recording even one or two videos yourself first sends a clear signal: this is safe, this is normal, and it's not just extra work being pushed onto junior staff.

Step 5: Post Consistently, Not Perfectly

One video every two weeks from an engaged staff member will outperform one polished ad every month. Consistency matters more than production quality here.

MARKETING: TURNING YOUR STAFF INTO SOCIAL AMBASSADORS



Keep a simple running list — even on WhatsApp — of who's filming what, and when it goes up.

Common Mistakes

Forcing a shy or reluctant staff member to appear on camera almost always produces stiff, awkward content — which defeats the purpose entirely. Willingness is the whole point. Adding heavy filters, background music, or scripted lines can strip away exactly what made the content work in the first place: it looked and sounded like a real person, not an advertisement.

A Mindset Shift

Many pharmacy owners think of marketing as something that happens to customers — a message pushed out to be seen. But your staff's social content works differently: it's marketing that happens *through* relationships your team has already built.

The question isn't "How do I make better ads?" It's "How do I let the trust my team already earns at the counter reach further than the four walls of my pharmacy?"

MARKETING: TURNING YOUR STAFF INTO SOCIAL AMBASSADORS



A Simple Exercise You Can Try This Week

This week, ask one willing staff member to film a single 30-second video explaining something they already tell customers every day — a dosage tip, a product recommendation, a common question they answer. Don't post it yet. Just watch it back together and notice how natural it feels compared to your usual content.

Competition among Kenyan community pharmacies is only growing — new pharmacies are opening in the same estates, and customers have more choice than ever. In a market where products and prices are often similar, the pharmacy that feels most familiar and most human tends to win the walk-in.

Staff-driven content is one of the lowest-cost ways to build that familiarity at scale.

If you're looking for guidance on the technical or creative side — a videographer, a social media consultant, or someone to help your team feel more confident on camera — The Chemist Support Hub (<https://thechemist.co.ke/support-hub/>) lists vetted partners who already understand the community pharmacy context.

The pharmacies that will stand out over the next year won't necessarily be the ones with the biggest ad budgets. They'll be the ones whose staff feel confident enough — and supported enough — to show up as themselves. That's not a cost. It's an asset you already have. Share your staff marketing success story with us at info@thechemist.co.ke.

MARKETING: TURNING YOUR STAFF INTO SOCIAL AMBASSADORS



What worked for you? We'd love to feature your insights in an upcoming issue of The Chemist's "From Our Readers" section.

DuoPharma

DUOPHARMA:
PLAY. LEARN. CARE



4

DAY STREAK



4360

POINTS



11%

31/282
COMPLETED

Play. Learn. Care

A

22 units



Abacavir





SALES: THE FIRST 30 SECONDS

The First 30 Seconds

BY THE CHEMIST

A customer calls your pharmacy. It rings four times before someone picks up, slightly out of breath. "Hello... pharmacy... yes?" There's a pause, some background noise, and then: "Sorry, can you hold on?" The customer waits. Twenty seconds pass. They hang up and call the pharmacy two streets away instead. You never even knew you lost that sale. It happened in less time than it takes to read this paragraph.

The Hidden Moment Many Pharmacies Overlook

Pharmacy owners pour their energy into what happens inside the pharmacy — the shelves, the stock, the pricing, the walk-in experience. But a growing share of your first contact with customers now happens before they ever walk through the door: a phone call, a WhatsApp message, a comment on a social post.

In those first 30 seconds, a new customer is quietly making three judgments, almost without realizing it:

- Have I reached the right pharmacy?
- Is someone actually available to help me?

SALES: THE FIRST 30 SECONDS



- Is this going to be easy, or is this going to be a hassle?

These judgments are emotional before they're rational. A customer doesn't consciously score your response time or your tone. They simply develop a feeling — comfortable or uneasy — about whether dealing with your pharmacy will be pleasant or a chore. And once that feeling sets in, it's very hard to undo, no matter how good your prices or your stock actually are.

This is easy to miss because it doesn't show up anywhere in your numbers. There's no line item for "customers who hung up after 20 seconds." The sale simply never happened, and you never find out why.

A Pharmacy Where the First 30 Seconds Always Work in Your Favour

Imagine this instead: the phone rings twice, and a calm, warm voice answers — "The Chemist Pharmacy, how can I help you today?" No hold music, no confusion about who's calling. A WhatsApp message gets a reply within a few minutes, not a few hours. A customer messaging about stock availability gets a clear yes or no immediately, not a vague "let me check."

None of this requires new equipment or a bigger team. It requires treating those first 30 seconds as seriously as you treat the moment a customer reaches your counter in person — because to the customer, it is the counter. It's simply a digital one.



How To Get This Right: A Simple System

Step 1: Experience Your Own First 30 Seconds

Before fixing anything, test it yourself. Call your own pharmacy line, send a WhatsApp message, or send a Facebook message — the way a stranger would. Time how long it takes to get a response. Notice how it feels. Would you keep going, or would you hang up?

Step 2: Fix the Predictable Failure Points

The predictable first-30-seconds failures are simple and fixable:

- A phone that rings too long before anyone answers
- Whoever answers isn't sure how to help and has to transfer or ask someone else
- WhatsApp messages sit unread for hours because no one "owns" replying to them
- Customers get a flat, unclear answer instead of a warm, specific one

Assign clear ownership: one person (or a rotating shift) responsible for answering calls and messages promptly during opening hours, even if they're not the one who ultimately handles the request.

Step 3: Script the Warmth, Not the Words

You don't need a rigid script, but you do need a consistent tone.

SALES: THE FIRST 30 SECONDS



Agree on a simple opening line every staff member uses when answering ("Thank you for calling [Pharmacy Name], how can I help you today?") so every customer's first impression feels the same — professional, warm, and unmistakably your pharmacy.

Step 4: Set a Response-Time Standard

Decide, as a team, what "fast enough" looks like — for example, phones answered within 3 rings, WhatsApp messages replied to within 15 minutes during business hours. Write it down. What gets measured tends to get maintained.

Step 5: Review It Monthly

Once a month, repeat Step 1. Call your own pharmacy again. Send another test message. Small slips creep back in over time, especially when the team is busy or short-staffed — catching them early keeps the standard from quietly slipping.

Where Pharmacies Go Wrong

Treating this as a one-time fix rather than an ongoing standard. A great first impression on a good day doesn't help if the same customer calls back on a busy day and gets a rushed, unclear response instead.

SALES: THE FIRST 30 SECONDS



Focusing only on the words used, not the underlying feeling. A perfectly worded greeting delivered in a flat, distracted tone still feels cold to the person on the other end. Warmth in tone matters more than the exact script.

A Mindset Shift

It's tempting to think of sales as something that happens at the counter, once a customer has already decided to visit. But for many customers today, the decision to visit is made — or lost — in that first digital or phone interaction. The counter experience only gets a chance to happen if the first 30 seconds earned it.

Why This Matters Now

As more customers reach out via WhatsApp and social media before ever calling or walking in, that first moment of contact is multiplying — it's no longer just your phone line, but every channel a customer might use to reach you. Getting this right consistently, across every channel, is quickly becoming one of the simplest, lowest-cost ways to win business your competitors are quietly losing.

Share how your pharmacy handles first contact with customers at info@thechemist.co.ke. We'd love to feature your approach in an upcoming issue of The Chemist's "From Our Readers" section.



How To Write A Pharmacy Job Description

BY THE CHEMIST

You finally admit you need to hire. You sit down, open a blank document, and type: "Pharmacy Staff needed. Must be hardworking, reliable, and a team player." You post it in a few WhatsApp groups. The applications trickle in — some from people who've never worked in a pharmacy, some who clearly didn't read past the job title.

A week later, you're no closer to finding the right person, and you're back to doing everything yourself.

The problem was never a shortage of applicants. It was the job description itself.

The Hidden Cost of a Vague Job Description

A generic job posting attracts generic applicants. When a description could apply to almost any retail role, it does — and you end up sorting through people who have no real sense of what working in your pharmacy actually involves.

Signs this is happening in your own hiring:

- You get a high volume of applications, but very few feel like a genuine fit
- Candidates ask questions in the interview that the job posting should have already answered
- New hires are surprised by responsibilities they didn't expect, and leave within a few months
- You end up rewriting the role's expectations after someone has already started

None of this means you're bad at hiring. It usually means the job description was written as a formality, rather than as the first real filter in your hiring process.

A Job Description That Does the Filtering For You

Imagine posting a role and having the applications arrive pre-sorted — people who already understand what the job demands, why it matters, and whether they're genuinely suited to it. A strong job description doesn't just describe a role. It attracts the right person and quietly discourages the wrong one, before you've spent a single minute interviewing.



How To Write One: A Simple Framework

Step 1: Start With the Mission, Not the Duties

Before listing tasks, explain why the role exists. What problem does this person solve for your pharmacy and your customers? For example: "This role exists to make sure every customer who walks in gets accurate advice and leaves with exactly what they need — even on our busiest days." This single sentence tells a candidate more about your pharmacy's values than a list of duties ever could.

Step 2: Define the Role Through Outcomes, Not Just Tasks

Instead of a long list of activities ("restock shelves, serve customers, handle till"), give 3 to 5 measurable outcomes the person will be responsible for. For example:

- Ensure prescription turnaround time stays under 10 minutes during peak hours
- Maintain zero stockouts on the pharmacy's top 20 fast-moving products
- Achieve a customer satisfaction rating of at least 4.5/5 based on informal feedback

LEADERSHIP: HOW TO WRITE A PHARMACY JOB DESCRIPTION



Outcomes tell a candidate what success actually looks like — which helps them self-assess whether they can deliver it, long before you have to find out the hard way.

Step 3: Separate Must-Haves From Nice-to-Haves

List the non-negotiable requirements clearly (e.g. "Must be registered with a valid PPB license") separately from qualities that are helpful but not essential (e.g. "Experience with POS systems is a plus"). This does two things: it discourages unqualified applicants from applying, and it prevents you from accidentally rejecting a strong candidate over a minor, non-essential gap.

Step 4: Describe the Environment Honestly

Be specific about pace, hours, and pressure. If your pharmacy is busiest on weekends, say so. If the role involves standing for long shifts or handling difficult customer interactions occasionally, mention it. Candidates who read this and still apply are self-selecting into a role they've genuinely considered — which reduces early dropouts significantly.

Step 5: End With a Clear, Simple Call to Action

Tell candidates exactly how to apply, what to include, and by when. Vague instructions ("send your CV") produce vague applications.



LEADERSHIP: HOW TO WRITE A PHARMACY JOB DESCRIPTION

Specific instructions ("send your CV and a one-paragraph note on why community pharmacy work interests you, by Friday") produce candidates who can already follow directions.

Where Pharmacies Go Wrong

Writing the job description last, after everything else about the hiring process has been decided — treating it as paperwork rather than the tool that does the first round of filtering for you.

Copying a generic template from the internet instead of writing outcomes specific to your own pharmacy's pressures and priorities.

A description that could apply to any pharmacy in Kenya won't attract someone excited specifically about yours.

A job description isn't a formality you complete before the real hiring work begins. It is the real hiring work — the first, and cheapest, filter you have. Every hour spent sharpening it saves many more hours spent interviewing people who were never going to be the right fit.

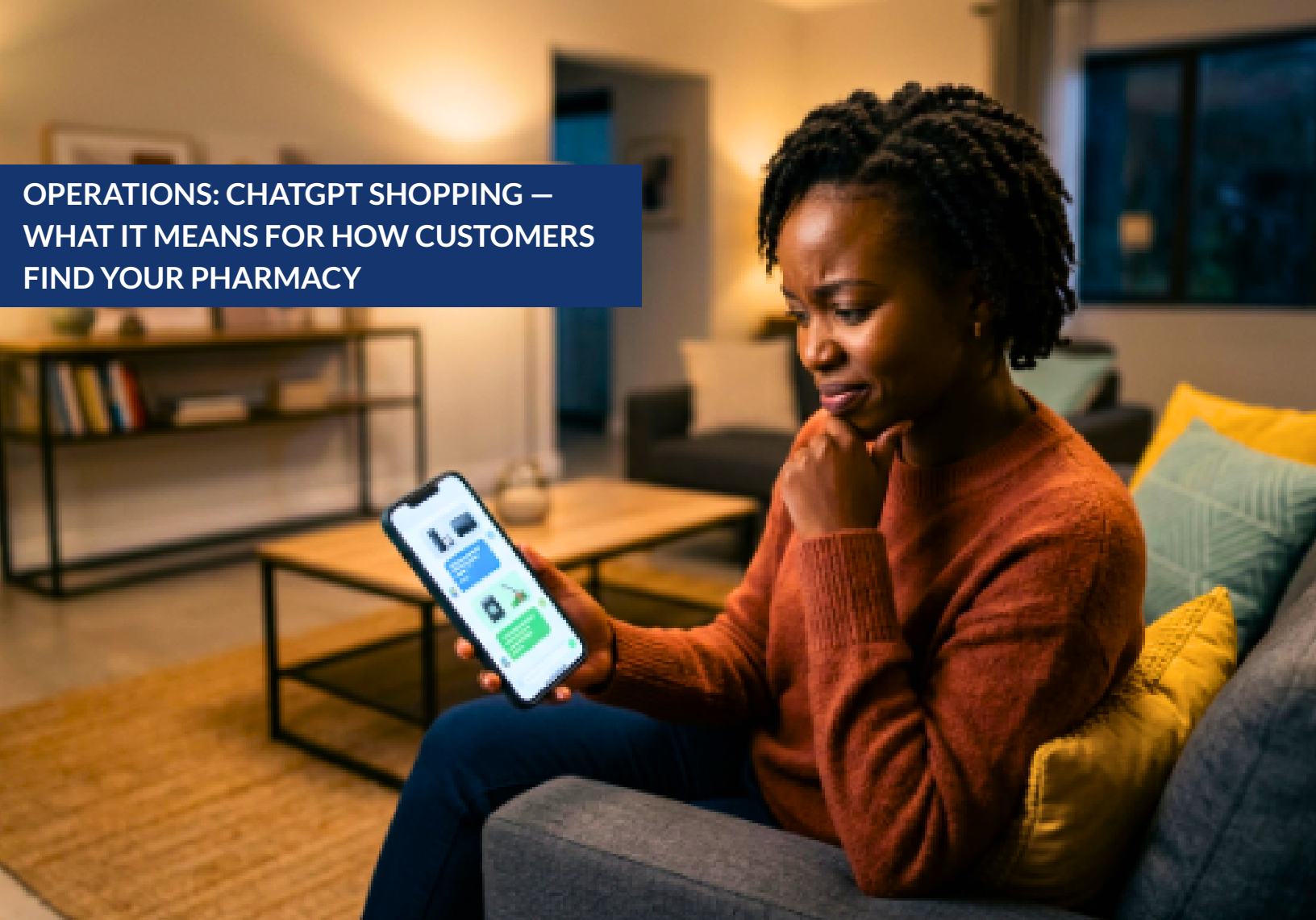
Why This Matters Now

As community pharmacies compete for a limited pool of qualified staff, a clear, well-written job description isn't just about filtering applicants — it's often the first impression a promising candidate has of what it's like to work for you.



Getting it right can be the difference between attracting someone who stays for years, and cycling through hires every few months.

When you're ready to advertise the role, The Chemist Job Board (<https://thechemist.co.ke/job-board/>) reaches community pharmacy professionals across Kenya, and <https://thechemist.co.ke/employer/> lets you filter applicants by qualification and location. Share your own hiring wins or lessons at info@thechemist.co.ke. We'd love to feature your experience in an upcoming issue of The Chemist's "From Our Readers" section.



**OPERATIONS: CHATGPT SHOPPING —
WHAT IT MEANS FOR HOW CUSTOMERS
FIND YOUR PHARMACY**

ChatGPT Shopping — What It Means For How Customers Find Your Pharmacy

BY THE CHEMIST

A customer opens ChatGPT and types: "I need a good vitamin C supplement for my kids, budget under KES 1,500." Within seconds, they get a shortlist — brand names, prices, where to find them. They never opened a search engine. They never scrolled past a single advert. Your pharmacy wasn't part of that conversation, even if you stock exactly what they were looking for.

This isn't a hypothetical future. It's already happening, and it's accelerating fast.

OPERATIONS: CHATGPT SHOPPING — WHAT IT MEANS FOR HOW CUSTOMERS FIND YOUR PHARMACY



The Hidden Shift Changing How Customers Discover Products

For years, the customer journey looked familiar: search online, browse a few sites, compare, decide, buy — or simply walk into the nearest pharmacy. That journey is quietly being replaced. People are increasingly starting their shopping process inside ChatGPT itself — to explore, compare, and figure out what to buy, rather than jumping between browser tabs.

OpenAI has been expanding this experience, allowing shoppers to describe what they're looking for, refine their search

conversationally, and get visual, side-by-side product comparisons — all without leaving the chat. Generative AI tools like ChatGPT have become a leading influence on what people decide to buy, in some cases ahead of traditional search engines, review sites, and salespeople altogether.

For large international retailers, this shows up as formal technical integrations. Major retailers have already connected their product catalogs directly into ChatGPT so their inventory appears accurately in relevant conversations.

OPERATIONS: CHATGPT SHOPPING — WHAT IT MEANS FOR HOW CUSTOMERS FIND YOUR PHARMACY



Kenyan community pharmacies aren't going to be plugging into that infrastructure anytime soon — but the underlying shift still reaches you indirectly, and sooner than you might expect.

Here's the part that matters most for a community pharmacy: when a customer asks an AI assistant a health-related shopping question — "where can I find a nebulizer near me" or "best pharmacy in [estate] for baby products" — the assistant pulls from whatever information about your pharmacy already exists online. If your Google Business listing is outdated, your reviews are thin, or your products aren't described anywhere searchable, you simply don't exist in that conversation.

Not because you're not a good option — but because there's nothing structured for the AI to find.

A Pharmacy That Shows Up When It Matters

Imagine a customer in your area asking an AI assistant for pharmacy recommendations, and your pharmacy appearing — with an accurate address, current hours, and a handful of genuine reviews describing why customers trust you. You didn't need to master any new technology to make that happen. You needed your basic online presence to be complete, current, and real.



**OPERATIONS: CHATGPT SHOPPING –
WHAT IT MEANS FOR HOW
CUSTOMERS FIND YOUR PHARMACY**

How To Prepare: A Simple System

Step 1: Claim and Complete Your Google Business Profile

This is the single most important step. Ensure your pharmacy's name, address, phone number, hours, and category are accurate and complete. This is one of the primary sources AI assistants pull from when answering local, product-specific questions.

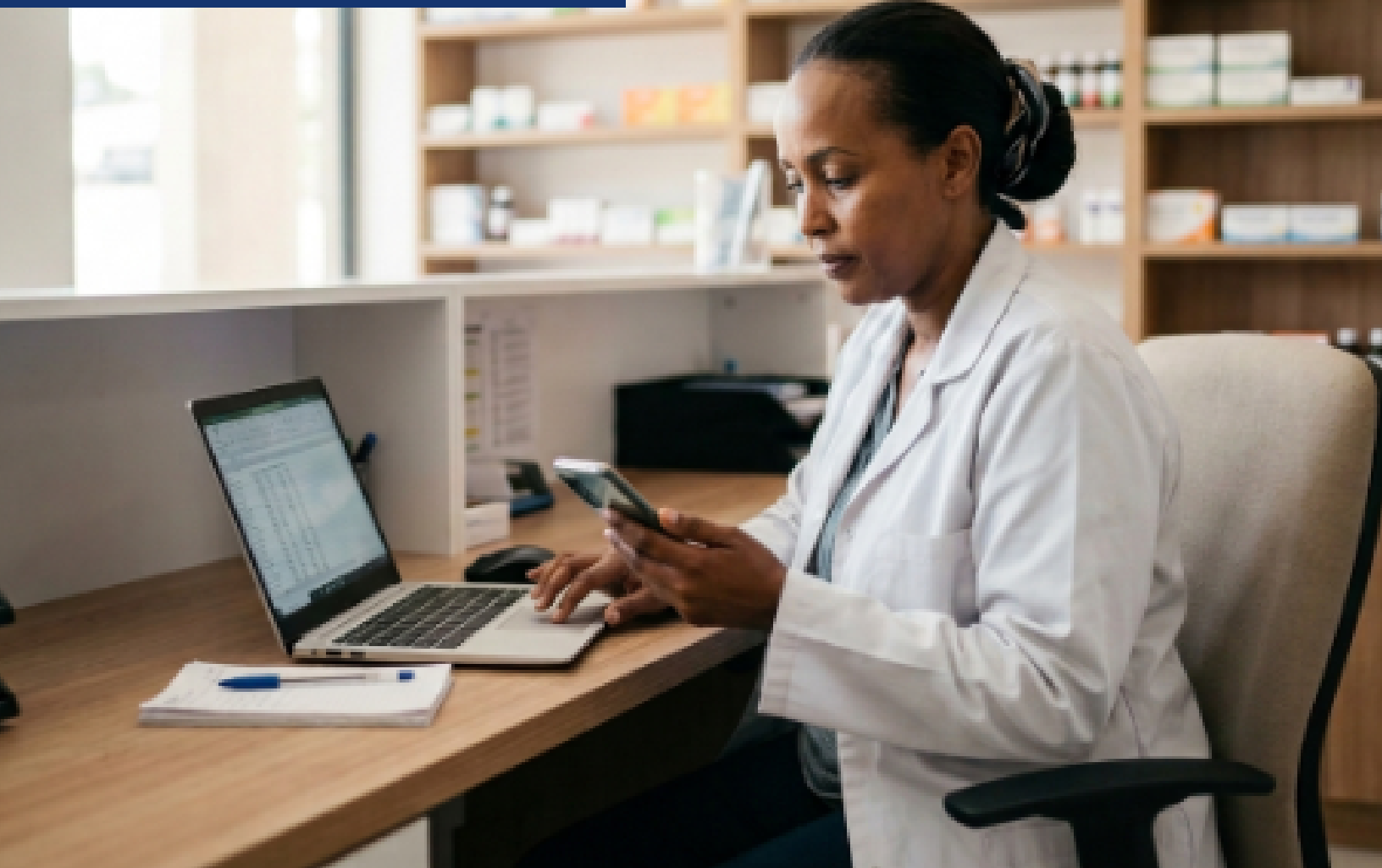
Step 2: Actively Collect Genuine Reviews

AI shopping tools weigh customer reviews heavily when deciding what to recommend.

After a positive interaction, simply ask satisfied customers to leave a short Google review. A handful of specific, genuine reviews ("They always have my mother's blood pressure medication in stock") carries real weight.

Step 3: Describe What You Stock, Clearly and Publicly

If your WhatsApp Channel, Facebook page, or website mentions specific products and categories you carry — cold and flu remedies, baby care, chronic disease management — that content becomes something an AI assistant can potentially draw from when matching a customer's question to your pharmacy.



Step 4: Keep Your Information Consistent Everywhere

Make sure your pharmacy's name, location, and contact details match exactly across Google, Facebook, Instagram, and any directory listings. Inconsistent information makes it harder for any system — AI or otherwise — to confidently confirm you're a real, reliable option.

Step 5: Treat This as an Ongoing Habit, Not a One-Time Task

Revisit your online listings every few months. Update seasonal stock mentions, respond to new reviews, and correct anything outdated. AI shopping tools favor sources that stay current.

Where Pharmacies Go Wrong

Assuming this only applies to large e-commerce brands, not a neighborhood pharmacy. Local, in-person businesses are exactly the kind of result these tools are increasingly being asked to surface.

Treating an outdated or incomplete Google listing as a minor detail. It's often the very first — and sometimes only — piece of information an AI assistant has to work with when deciding whether to mention you at all.

OPERATIONS: CHATGPT SHOPPING — WHAT IT MEANS FOR HOW CUSTOMERS FIND YOUR PHARMACY



Why This Matters Now

Generative AI tools are quickly becoming one of the leading influences over what people decide to buy — a shift most Kenyan community pharmacies haven't yet paid attention to. The pharmacies that get their basic online information right now, before this becomes common knowledge, will have a quiet head start when their competitors are still catching up.

If you'd like guidance on strengthening your pharmacy's digital presence, The Chemist Support Hub (<https://thechemist.co.ke/support-hub/>) lists vetted partners who can help you set this up correctly.

Share how your pharmacy is preparing for AI-driven customer discovery at info@thechemist.co.ke. We'd love to feature your approach in an upcoming issue of The Chemist's "From Our Readers" section.



Strategic Partnerships

BY THE CHEMIST

A distributor's rep sits across from you with an offer: stock their new supplement line, get better margins, first access to promotions. It sounds good. You say yes. Three months later, the stock is moving slowly, the margins weren't quite what was promised, and you're not sure the partnership actually helped your pharmacy — or just added another line item to manage.

Many partnership decisions get made on instinct, in the moment, without a clear filter for whether they're actually worth pursuing.

The Hidden Cost of Saying Yes Without a Filter

Pharmacies get approached constantly — by distributors, wholesalers, marketing agencies, fellow owners proposing joint ventures, even NGOs offering programme partnerships. Each opportunity sounds reasonable on its own. But without a consistent way to evaluate them, it's easy to accumulate partnerships that quietly drain your time and cashflow rather than growing them.

Signs this might be happening in your own pharmacy:

- You've said yes to a partnership mainly because saying no felt awkward

CASHFLOW: STRATEGIC PARTNERSHIPS



- You can't clearly explain what a specific partnership has actually delivered this year
- You're managing several small partnerships, none of which feels significant on its own
- A partnership consumes staff time or shelf space without a proportional return

None of this means your pharmacy is bad at spotting opportunity. It usually means the opportunities were never tested against a clear standard before committing.

A Pharmacy Where Every Partnership Earns Its Place

Imagine evaluating every partnership opportunity — a distributor deal, a co-marketing arrangement, a referral relationship with a nearby clinic — against three simple questions before committing. Not every good-sounding offer would pass. But the ones that remained would be doing real, measurable work for your pharmacy's growth and cashflow.

The Three-Question Framework

Question 1: Does This Expand My Reach?

Does the partnership put your pharmacy in front of customers you wouldn't otherwise reach?



CASHFLOW: STRATEGIC PARTNERSHIPS

A referral relationship with a nearby clinic, a joint promotion with a wellness business, or a listing on a platform your target customers already use are examples of reach expansion. If a partnership only reaches customers you already have, its value here is limited.

Question 2: Does This Strengthen My Capability?

Does the partnership give your pharmacy something it genuinely couldn't easily do alone — better pricing through volume, access to products you couldn't source independently, training or systems that improve how you operate? A distributor partnership that gets you meaningfully better terms strengthens capability.

One that offers the same terms you could negotiate yourself does not.

Question 3: Does This Create Revenue Opportunities?

Will this partnership plausibly increase revenue, directly or indirectly, within a reasonable timeframe? This includes new product lines with genuine demand, referral arrangements that bring in paying customers, or cost reductions that improve your margin on existing sales. A partnership that sounds valuable but has no clear path to affecting your revenue deserves more scrutiny.

How To Use This: A strong partnership should clearly answer "yes" to at least one of these questions — ideally two.

CASHFLOW: STRATEGIC PARTNERSHIPS



If a proposed partnership can't convincingly answer yes to any of them, that's a signal to decline, or to ask for better terms before agreeing.

Actionable Steps

Step 1: Write the Three Questions Down

Keep them somewhere visible — a note on your desk, a reminder in your phone, or better still, documented as a simple internal decision process your pharmacy always follows.

The Chemist SOP Builder (<https://thechemist.co.ke/sop/>) can help you turn this into a documented process alongside your other pharmacy procedures, so the filter isn't just a mental habit that gets skipped when you're busy.

Step 2: Ask Before You're In the Room

Whenever possible, evaluate the three questions before meeting a prospective partner, based on what you already know about the offer. Walking into the conversation with a clear filter makes it much easier to negotiate or decline confidently in the moment.

CASHFLOW: STRATEGIC PARTNERSHIPS



Step 3: Set a Review Date for Every Partnership You Accept

When you do say yes, note a date three or six months out to revisit the three questions with real data. Has the partnership actually expanded your reach, strengthened your capability, or created revenue? If the honest answer is no, that's useful information — even for a partnership already in place.

Step 4: Don't Be Afraid to Exit Quietly

Not every partnership needs a dramatic ending. If a distributor relationship or joint arrangement isn't delivering, a simple, professional conversation about not renewing is enough.

Holding onto an underperforming partnership out of obligation costs more than the discomfort of ending it.

The Common Missteps

Saying yes to a partnership because a competitor has a similar one, rather than because it genuinely fits your pharmacy's specific reach, capability, or revenue needs. Never revisiting a partnership once it's in place. A relationship that made sense a year ago may no longer be worth the shelf space, staff time, or margin it's costing now.

CASHFLOW: STRATEGIC PARTNERSHIPS



The Bigger Picture

As more distributors, platforms, and fellow pharmacies approach you with partnership opportunities, having a simple, consistent filter protects your time and your cashflow from opportunities that sound good but don't actually move your pharmacy forward.

If you're evaluating a distributor partnership, The Chemist Pharma Deals board (<https://thechemist.co.ke/deals/>) lets you compare live wholesaler promotions so you can judge an offer against what's genuinely available in the market.

Share a partnership decision — good or bad — that taught you something at info@thechemist.co.ke. We'd love to feature your experience in an upcoming issue of The Chemist's "From Our Readers" section.



The New Mother Kit

BY THE CHEMIST

Overview

The New Mother Kit is a curated bundle of postpartum essentials designed to support women in the weeks immediately following childbirth.

It typically includes items addressing physical recovery, hygiene, comfort, and basic newborn care — bringing together products that new mothers would otherwise have to source separately, often while exhausted, in pain, or unsure what they actually need.

This is a genuinely underserved moment in a pharmacy's customer journey. Kenyan community pharmacies routinely stock chronic disease and general wellness products, but postpartum recovery is rarely packaged as a distinct, dedicated offering — despite childbirth being one of the most predictable, recurring health events in any community. New mothers are also unusually receptive to trusted recommendations during this period; they are navigating an unfamiliar, often overwhelming stage of life and are actively looking for guidance, not just products.

PRODUCT: INNOVATIVE PRODUCT SPOTLIGHT: THE NEW MOTHER KIT



Positioning this as a thoughtful kit — rather than a scattered set of individual items — signals genuine care and turns a potentially awkward, fragmented shopping experience into one moment of relief.

Target Customer Profile

Demographics: Women aged 20–40, recently delivered (within the past 0–8 weeks), typically married or in a committed partnership, urban or peri-urban, with some disposable income for postpartum comfort products. Often first-time mothers, though repeat mothers are equally relevant customers.

Psychographics: Overwhelmed but highly motivated to "do this right." Actively seeking reassurance and simplicity during a physically and emotionally demanding period. Trusts recommendations from pharmacy staff, other mothers, and family more than generic advertising. Values convenience — she does not want to visit multiple shops or scroll through options while caring for a newborn.

Value to Customers

Short-term: Immediate relief from common postpartum discomforts (perineal soreness, engorgement, general fatigue) without needing to research or source individual products herself. One trip, one decision, one kit.

PRODUCT: INNOVATIVE PRODUCT SPOTLIGHT: THE NEW MOTHER KIT



Long-term: Establishes your pharmacy as her trusted first stop for both her own recovery and her baby's ongoing needs — increasing the likelihood she returns for infant care products, vaccinations reminders, and future family health needs.

Key Features / What's Included

- Postpartum sanitary pads (heavy-flow, maternity-specific)
- Perineal care spray or witch hazel pads
- Nipple cream (for breastfeeding mothers)
- Breast pads (disposable or reusable)
- Postpartum support belt/binder
- Multivitamin or iron supplement (postnatal-specific)

- A simple printed care card with basic recovery tips and warning signs to watch for

Optional add-ons: Baby's first care items (cotton wool, baby wipes, umbilical cord care solution) for pharmacies wanting to extend the kit into newborn care.

Sales Projections

Recommended Retail Pricing (Kenya):

- Individual items purchased separately: approx. KES 2,800 – 3,600
- Bundled kit price: KES 2,200 – 2,800 (positioned as a modest saving plus convenience)

**PRODUCT: INNOVATIVE
PRODUCT SPOTLIGHT: THE NEW
MOTHER KIT**



Cost to Pharmacy (estimate): approx. KES 1,300 – 1,700 per kit

Estimated Profit Per Unit: approx. KES 900 – 1,100

Monthly Revenue Example:

- 10 units/month → Revenue: ~KES 22,000-period.
28,000 / Profit: ~KES 9,000–11,000
- 20 units/month → Revenue: ~KES 44,000-56,000 / Profit: ~KES 18,000–22,000

Hidden Revenue Opportunity: New mothers reliably return for repeat purchases – additional sanitary pads, nipple cream refills, and baby care essentials – within the first 3 months postpartum. Building a simple follow-up touchpoint (a WhatsApp check-in at 2 and 6 weeks) can extend this into KES 3,000–5,000 of additional purchases per customer over that

Selling Strategies

Position the kit around relief and reassurance, not just products – a staff line like "This has everything you'll need for the first few weeks, so you don't have to think about it" resonates strongly with an exhausted new mother.

**PRODUCT: INNOVATIVE
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Display the kit near the maternity/baby section with simple, warm signage rather than clinical packaging.

Train staff to gently ask expecting customers (during antenatal vitamin purchases, for example) whether they've prepared their postpartum essentials — this is a natural, low-pressure entry point.

Promote via WhatsApp Broadcast to your customer base around baby showers and antenatal clinic seasons.

Offer the baby-care add-ons as a natural upsell at checkout, rather than bundling them by default — this keeps the base kit affordably priced while capturing additional revenue from mothers who want more.

Recommended Pharmacy Actions

- Source the 6–7 core items this week and confirm a bundled retail price
- Create simple in-store signage introducing the New Mother Kit
- Brief staff on the suggestion script for antenatal customers
- Set a WhatsApp reminder to check in with kit customers at 2 and 6 weeks postpartum

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