

General Sale Medication in Supermarkets

Steve Anderson

Scope

- Background Information - Foodstuffs
 - Summary of the Foodstuffs Position
 - Foodstuff's position on Pharmacy Ownership
 - Cough and Cold Medicines
 - Aspirin lined up for restricted sale
-



Foodstuffs

- 80 + years ago
- Retailer owned Co-operatives
- Retail brands
- NZ owned



NEW WORLD

PAK'nSAVE

4 **FOUR SQUARE**
SUPERMARKET

Foodstuffs Position Regarding General Sale Medication

- General Sales Medicines
 - Complementary to our offering
 - Market demand
 - Standard rules
-



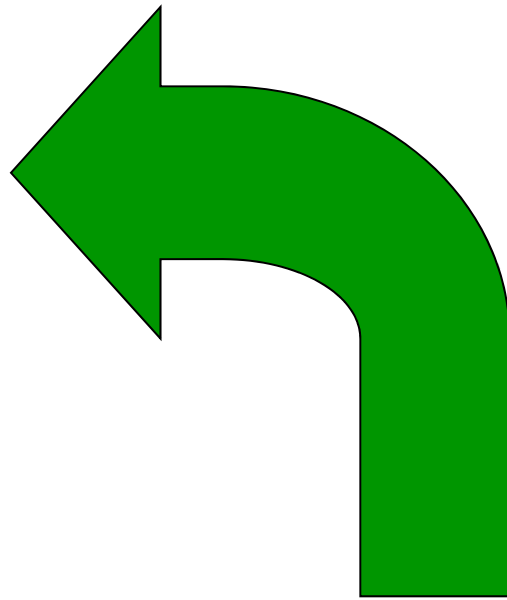


What are they thinking

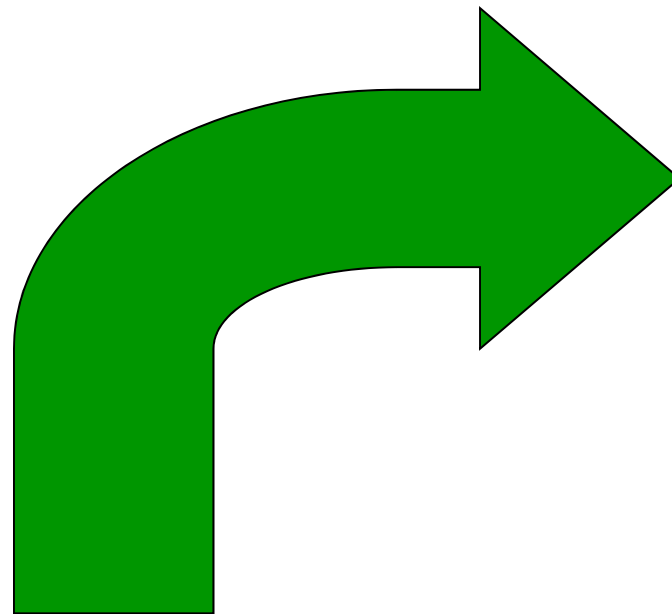
- Is the store nearby?
 - Is the store clean?
 - What do I need?
 - How am I feeling?
 - Will they have the product I want?
 - Can I park?
 - Are the staff friendly?
 - Etc.
-

What do they tell us

- Nothing
- They just turn left the next time



Our focus is on the little things that make them turn right

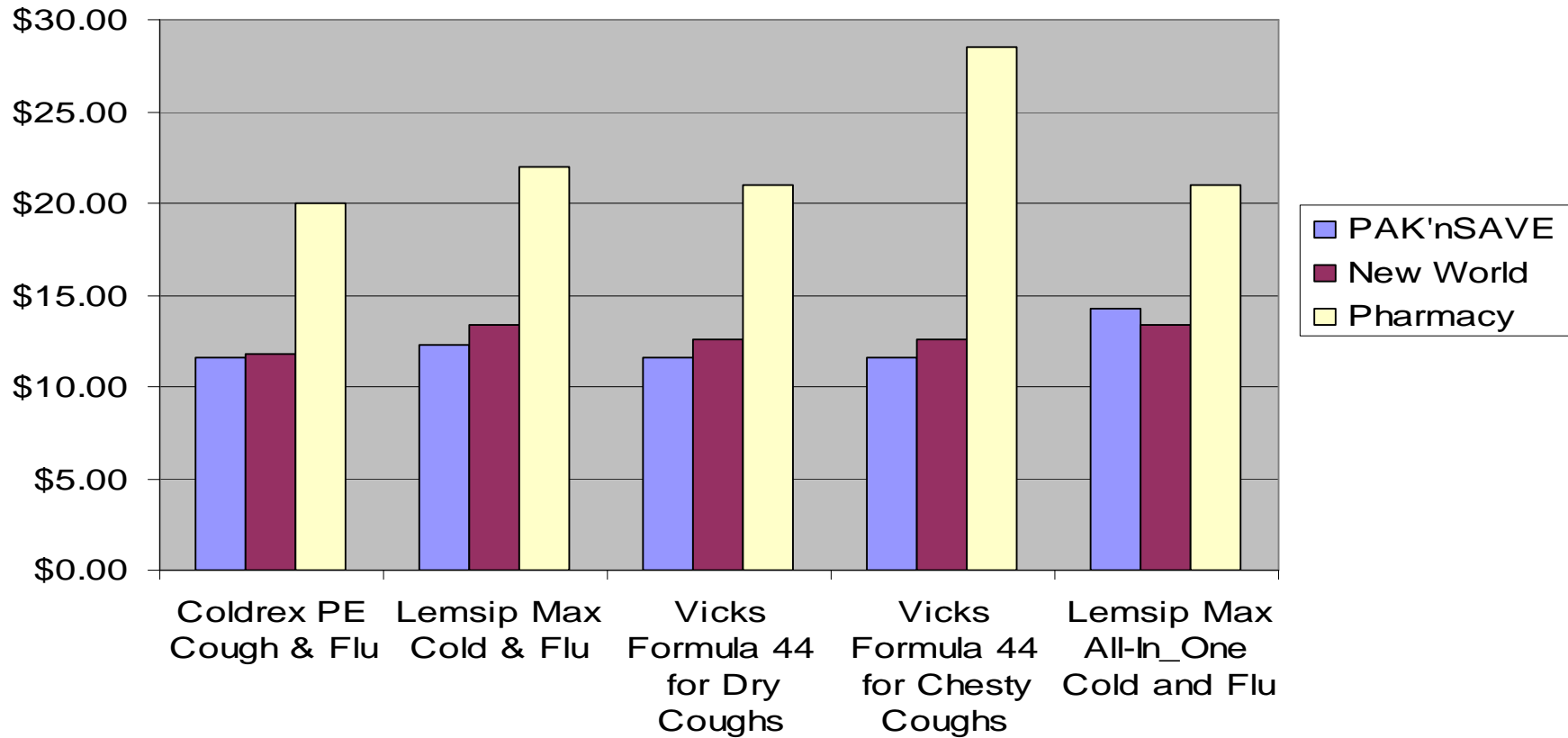


Foodstuffs' position on Pharmacy Ownership

- Greater number of pharmacies
 - Remove monopoly of pharmacy ownership
 - Create new career prospects
 - Increased competition
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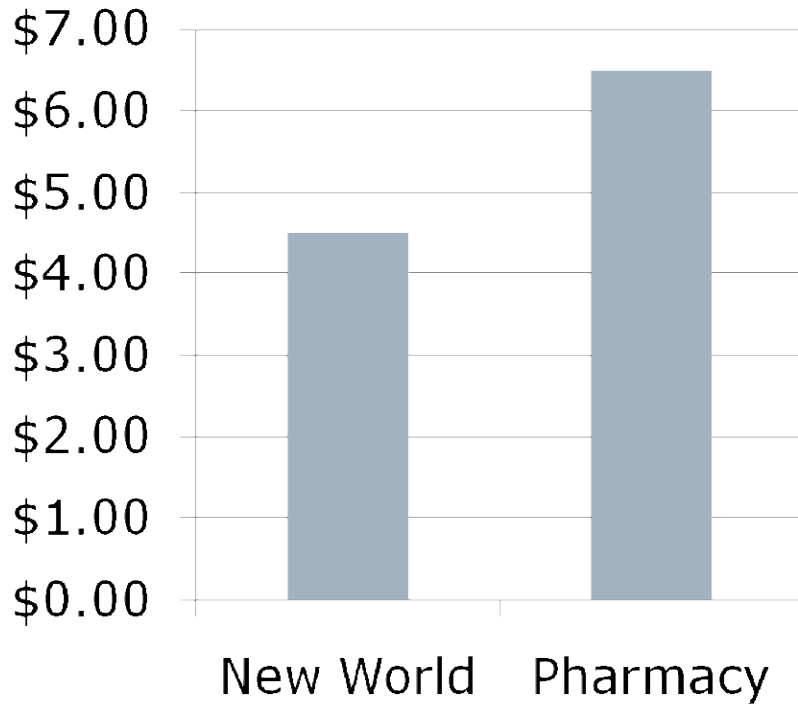


Cough and Cold Medicines

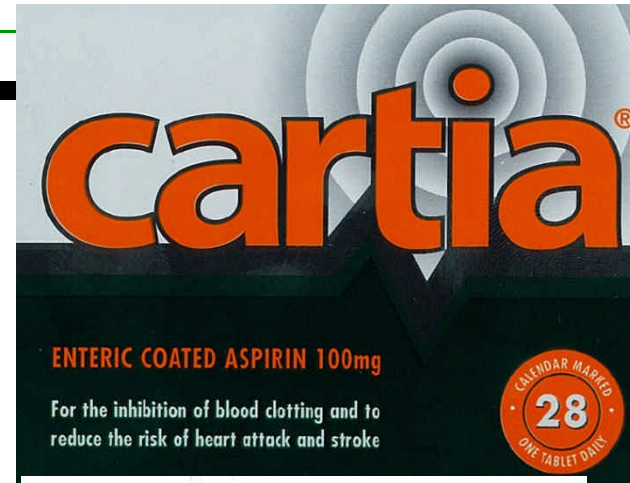


Low Dose Aspirin

Cartia



■ Cartia



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282 Main North Road
Redwood Ph 3528207
Gst No. 75-466-171
redwoodpharmacy@paradise.net.nz

23-Sep-2010 2:25pm	DJ [627750]	
1	CARTIA TAB 100MG x 28	6.50
	Tax Invoice: Total	6.50
	Cash	6.50

You have been served by Donna
Thank You
for shopping with us
at Redwood Pharmacy

Disadvantages of Reclassifying Cough and Cold Medicines and Aspirin

- Higher costs
 - Reduced accessibility
 - Loss of One-Stop-Shopping
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Thank you
