

Verkhovod D.
O.O. Getman, research supervisor
National Mining University

TIPS TO PROMOTE HEALTH AND FITNESS FOR START-UP PHARMACIES

The topic of my diploma is "Increase of competitiveness of a pharmacies's network in the Ukrainian market".

I want to tell about tips to Promote Health and Fitness for Start-Up Pharmacies Pharmacies cater to dependent customers and also clients who purchase from time to time. Whichever way, the need to promote thoroughly during start-up is important in building a regular customer flow.

By keeping target customers up-to-date on new medical findings, you not only supply data for product promotion but as an added community service as well.

1. Weekly Periodicals: To keeping target customers in-tune with the newest medical findings is important. With regularized updates, your target customers will consider purchasing their drug items in your pharmacy instead.

2. . Catalog: You can produce your own version of a medical reference material for target customers. By providing a catalog with products offered, target customers can decide better on items needed. By suggesting the importance of stocking medical items, readers can consider purchasing in bulk as well. You can also provide different health and diet advice and suggest on different supplements needed offered at your pharmacy.

3. 3. Start-Up Coupons: First-time promotions for your pharmacy can be heightened with coupons. You can boost sales and capture customers instantly with one-time discount promotional coupons.

4. Outdoor Promotions: Along with your other promotions, informing your target customers around the area is also important. Undergoing poster printing gives you, as a business owner, the liberty to have different concepts printed in minimal quantities. Print posters that contain several ad concepts launched altogether captures prospects with different drug needs at the same time.

For a start-up business, your aim is to capture as many clients as possible. Once established, continuously promoting and enhancing customer service is important to maintain a continuous flow of customers.