

OTC Retailer of the Year Award 2017

*** This Award may be entered through individual application or nomination for those pharmacy businesses with more than 4 stores throughout Ireland**

Customer purchases of OTC products have consistently risen, for many reasons. The convenience of treating a condition with an OTC product is appealing to the typically busy person, who seeks to avoid a lengthy and expensive GP visit in favour of meeting the demands of home and work. In addition, patients in the information age have an increased level of awareness about health.

The over-the-counter market continues to thrive as manufacturers continue to think of new promotional and packaging ideas and as the general public take a greater interest in their own health and wellbeing. Pharmacies are increasingly witnessing heightened footfall as GP visits decrease.

Pharmacy staff are the focal point for helping customers select appropriate OTC medicines, suggest diagnostic testing and accessory products and must be aware of when to refer individuals to the pharmacist. Knowledge of the market is essential; seasonal products and accessories; the use of displays and front of shop expertise. and judges will want evidence of excellent merchandising strategies.

Judges will be looking for

- Demonstration of identifying key promotional opportunities to add value for the customer such as health promotion events and displays
- A showing of continuous working with manufacturers and suppliers to plan yearly promotional calendars to meet pharmacy profit goals
- Implementation of innovative strategies to competitive pricing
- Examples of education for staff on new products and conveyance to customers as to efficacy and usage

WHO CAN ENTER?

This category is open to all pharmacy businesses with more than 4 stores in Ireland. Previous Irish Pharmacy Awards OTC Retailer of the Year entrants, including winners, are also welcome to submit entries this year.

All entries will be judged by an independent panel of experts and the winners will be announced at the Irish Pharmacy Awards 2017 on Saturday 20th May in Clayton Hotel, Burlington Road.

HOW TO ENTER:

For each award category you wish to enter you must fill in your full contact details in the spaces provided and ensure you answer all the questions. Your application must not exceed 800 words in answering questions one to four. Please continue on a separate sheet if necessary.

Supporting material is permitted. Please note your supporting material does not count towards your 800 word limit.

Send a maximum of 4 high resolution images to accompany your application (of the nominee and/or the pharmacy/team along with any additional material to support your application.

DEADLINE FOR ENTRIES: 24 March 2017

Entrant's Details

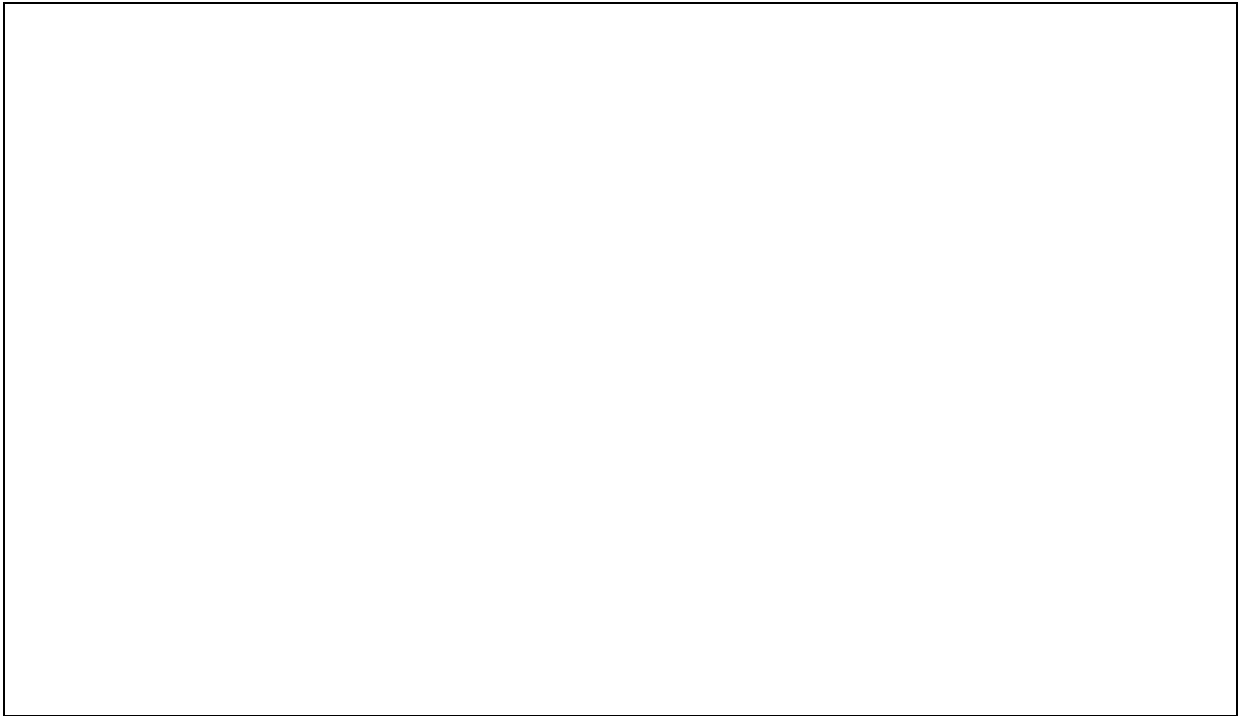
Name of Entrant:	
Pharmacy:	
Pharmacy Telephone:	
Mobile:	
Contact Email:	

Nominee's Details – It is extremely important that all details are correct

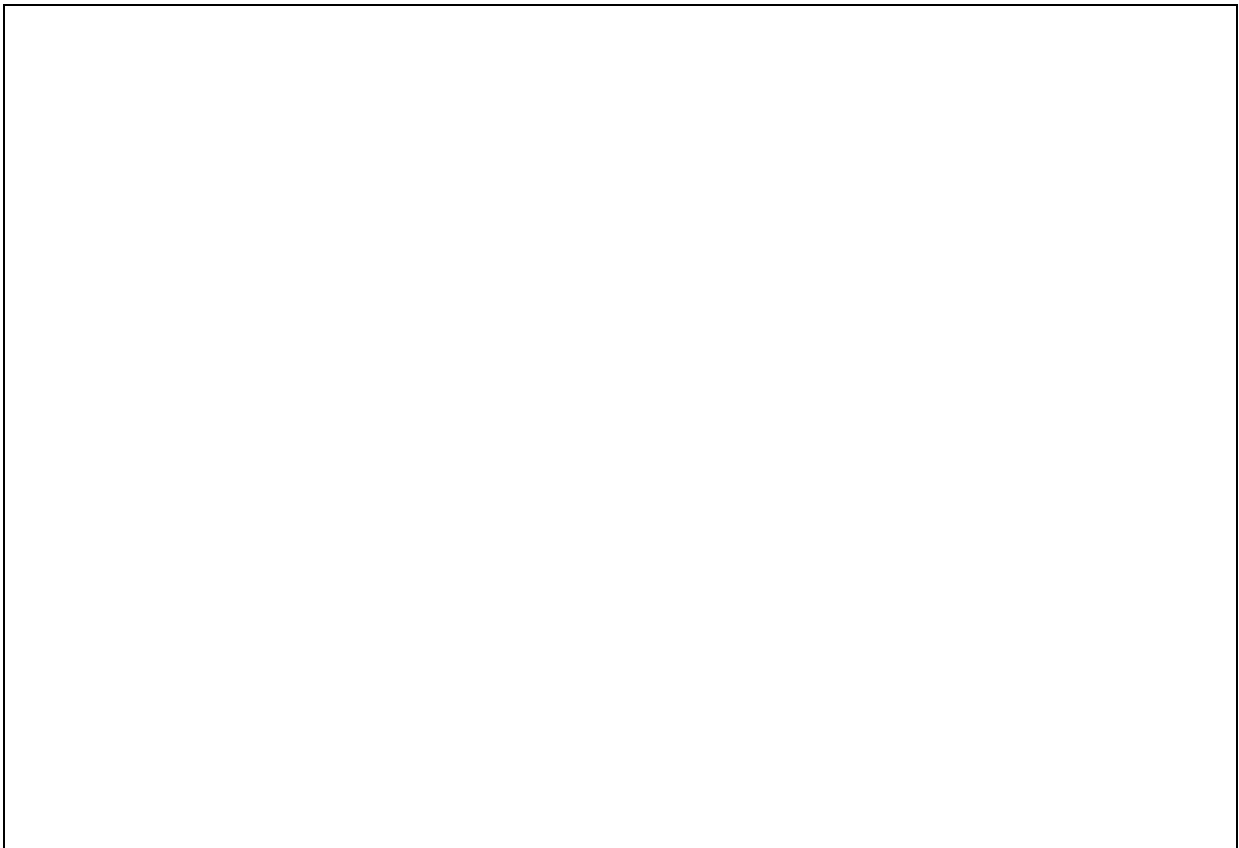
Name of Nominee (if different from above):	
Pharmacy:	
Pharmacy Telephone:	
Mobile:	
Contact Email:	

The next section of the application involves four questions.

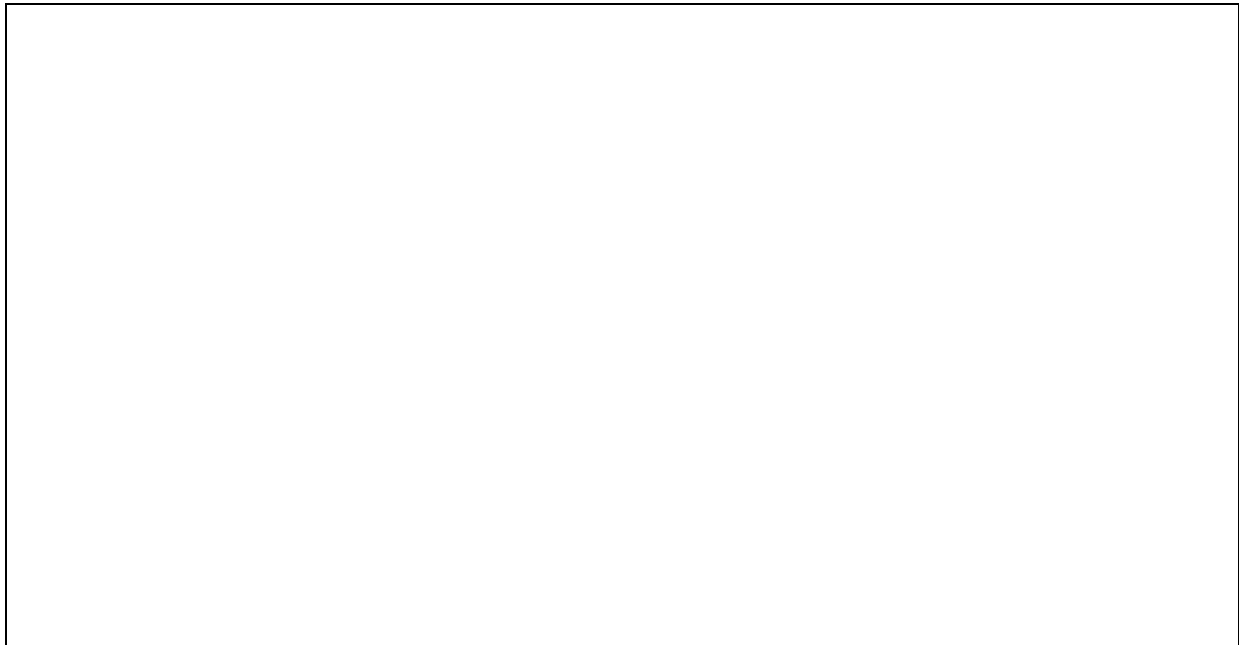
1) Please outline any key challenges that were tackled by business over the last twelve months:



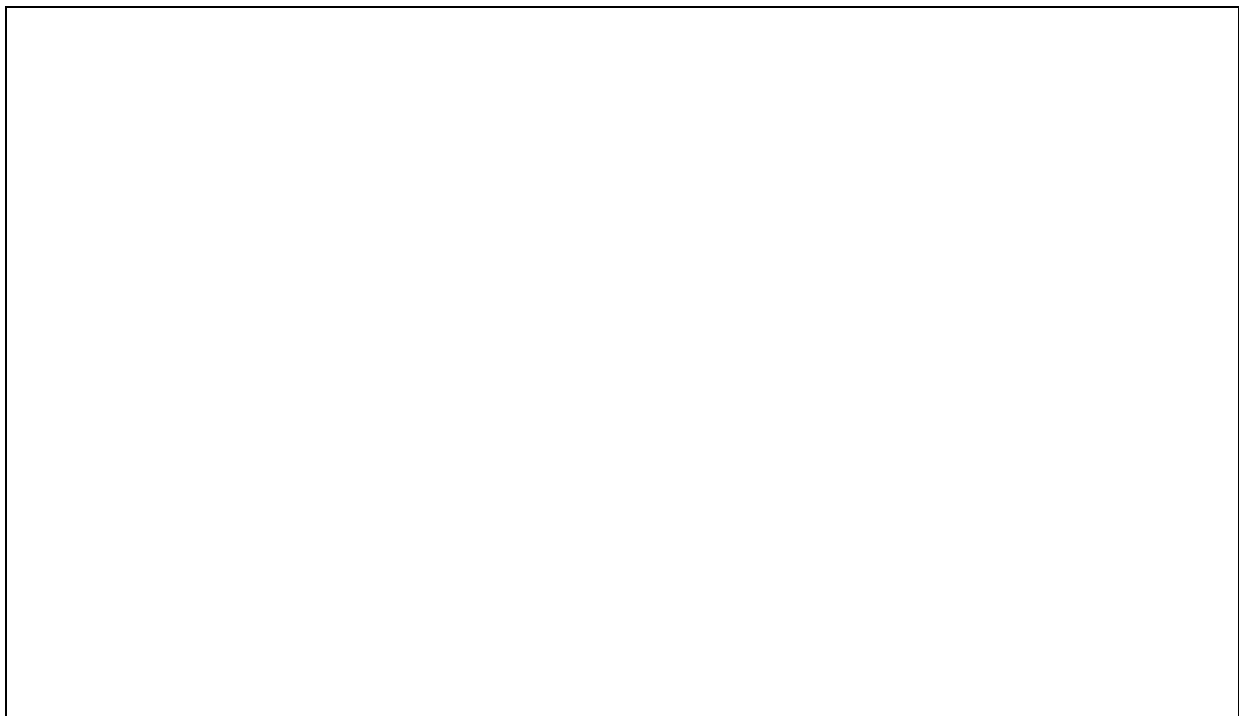
2) How did you set about overcoming these challenges?



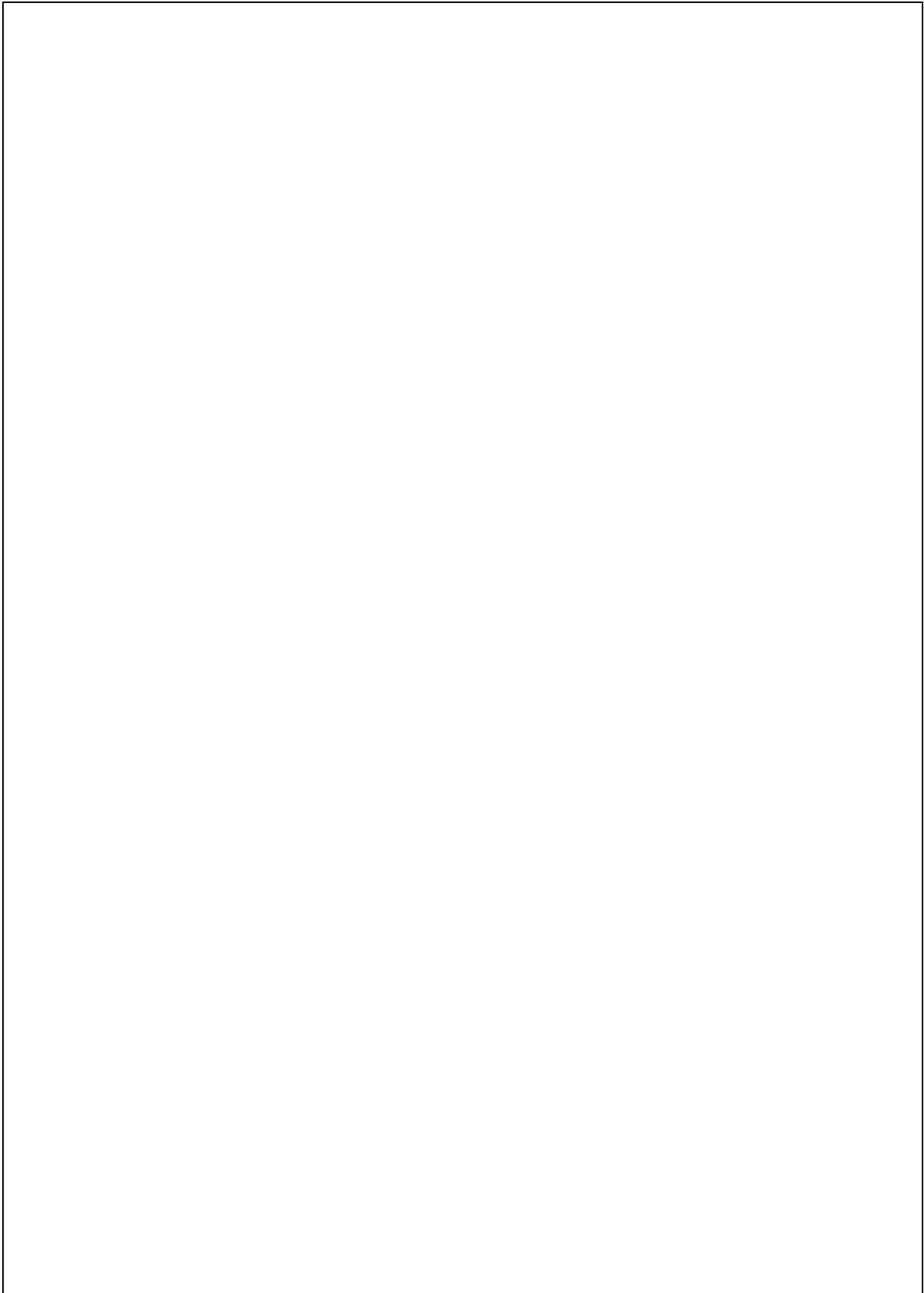
3) What are the main objectives of this pharmacy business within the OTC sector and how have you set about achieving them?



4) Please give evidence of the impact this pharmacy business's OTC initiatives has had on the community it serves:



5) Please outline below in no more than 1,000 words why this project deserve the title of OTC Retailer of the Year 2016:

A large, empty rectangular box with a thin black border, intended for the user to write their response to the question above. The box occupies most of the page below the question.

