chemistsavers®

"Your local, low price chemist"

Your local, low price chemist

"I am a second generation pharmacist, who started out in my family's local independant pharmacy."

In 1997 we rebuilt our pharmacy and made the decision to go with a well known national pharmacy banner.

Things were going well, we doubled our sales .....

But in 2011 after 5 years, things just didn't add up.

High franchise and 'extras' costs

Unsustainable allocations and stock requirements

Lack of control and independance

to name a few ....

Tuan Tran, pharmacist, father of 4. Founder of Chemistsavers

We Knew There Had To Be A Better Way

We wanted ....

Lower marketing and running costs

Better control over merchandise,

Reduced stock weight,

Buy and market for our own unique demographic ...

Whilst still maintaing market leading product deals and prices

Easy small volume everyday PDE ordering

High levels of EFFECTIVE Marketing, promotions and customer loyalty

Exceptional customer service and care

A Professional looking, quality consumer Brand Offer

This is Chemistsavers,

and this is our story .....

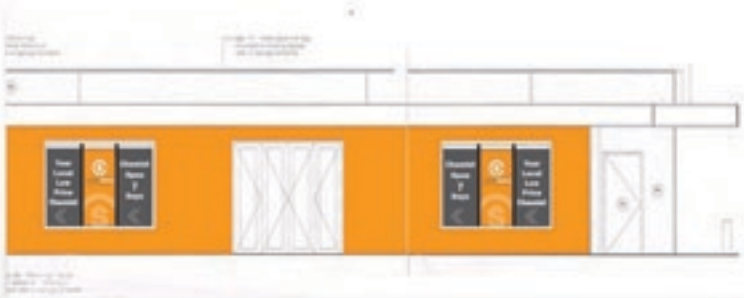
Chemistsavers is Orange
and Orange means ...

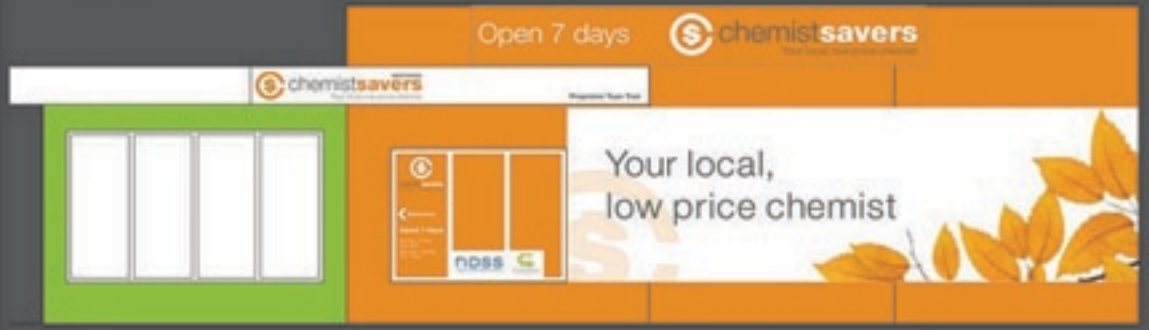
Chemistsavers is Iconic ..
Just Like these....

chemistsavers
"Your local, low price chemist"

Exterior Signage

Draws in customers with clearly defined **VALUE PROPOSITION**

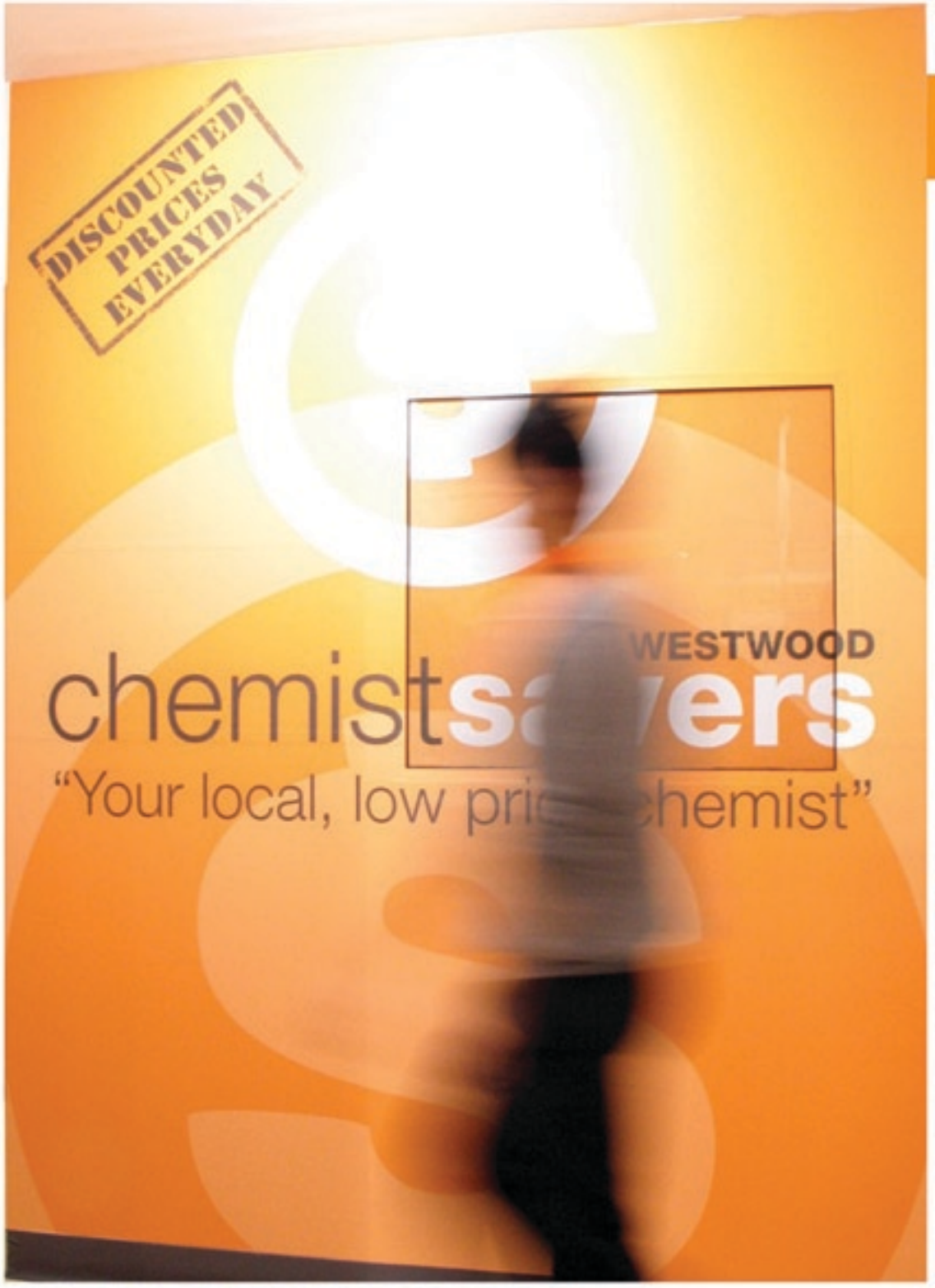




Signage Pylon

Interchangeable A Frames

Flags



Inside a Chemistsavers store,

customers experience interiors that are ....

Bright,

Warm,

Clean.

Open and easy to get around ..

Well signaged

Catergories that are easy to find ...

Expertly merchandised

At Chemistsavers, our culture is

Customer Focused ...

" At Chemist Savers we know that times are tough. We know that it is important to get value for your money, but we also know that you should never compromise when it comes to your health.
*At Chemist Savers we give you great discounted prices everyday with the quality and service of a **real** pharmacy."*
That is why Chemistsavers is 'Your Local Low Priced Chemist'

...we make sure that customers leave with a GREAT shopping experience ...

Counsulting & Advice

Interior Signage

Posters

Interchangable headers

Price Ticketing

Dispensing Labels & Folders

Business Card

Loyalty Club

Members Cards

Rewards and Gift Vouchers

Members Postcard Mailout Promotions

Themed Branded Catalogues

High Quality

Professional

Customisable

Striking

Cost Effective

Filled with amazing specials, offers and promotions

Informative & Educational

Internet & Social Media Marketing

Website
http://www.chemistsaversonline.com.au

Facebook

Members Email Newsletters

The Complete Brand Solution.....

Your Name or Location

Your Picture

Example : Window / Enterance Sign

Your Products

Example : Catalogue

Your Team

Example : Members Postcard

Your Message

.....That Is All About YOU

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