

Pharmacy Refit Briefing Tool

Instruction: This template briefing form is designed to support the pharmacy manager in planning a store refit. This brief should be completed with as much detail as possible and provided to the chosen refit partner in order to outline the project requirements. This will help to ensure that supplier conversations and proposals are relevant and realistic aiding the smooth running of the project.

Who are we?

Points for consideration:

- Name of pharmacy
- Location
- Services offered by the store
- Why should people visit your pharmacy?
- Store square footage.

What do we do well?

Points for consideration:

- Reputation (industry/within the local community)
- USPs
- Services offered
- Which areas of the store achieve highest footfall.

What could we be better at?

Points for consideration:

- Customer/staff feedback
- Missing services
- Underinvestment in specific business areas
- Areas of store that are unappealing or receive low footfall
- Distribution of floor space between areas of business.

What principles do we want to adhere to during the refit?

Points for consideration:

- How operations will continue during the refit
- Will opening hours be affected?

What is the aim of the refit?

Points for consideration:

- Which services will be improved or changed?
- How will staff be impacted as a result of the refit?
- How will customers react and interact with the refit?
- How will the store focus be shared, ie health versus beauty?

What ideas do we have?

Points for consideration:

- Store layout/rearrangement
- Will the dispensary itself be changed?
- Alterations to consultation space
- Introduction of new features or product ranges.



What areas do we need to consider?

Points for consideration:

- Structural
- Services
- Marketing
- Dispensary.

What requirements do we have?

Points for consideration:

- What is essential to existing customers
- What you need to attract new customers.

What are we looking for from proposals?

Points for consideration:

- Innovation in certain areas of business
- Guidance on distribution of the budget
- Knowing where money should be spent and where it can be saved
- Identification of areas that could improve most from financial investment
- Use of floor space.

How do we see the refit process working?

Points for consideration:

- How planning will be ordered
- Who should be involved in the decision-making process
- How the refit will be staged
- Do outside agencies need to be engaged?
- How interruption to the business can be minimised.

What timelines do we have?

Points for consideration:

- When does the refit need to be implemented?
- How long is refit expected to take?
- How much structural versus cosmetic work is required?
- Will the refit be done in one go or gradually?

Point of contact for the project is: