

Lesson No. 12.

Topic of the lesson: Merchandising. Dietary supplement segment in the pharmaceutical market

Main issues to be discussed at the seminar:

1. Merchandising as an element of the complex for promoting over-the-counter drugs (OTC group) in the pharmaceutical market.
2. Definition of the concept. Goals and objectives of merchandising.
3. Merchandising tools.
4. Features of merchandising in a pharmacy organization.
5. The space of a pharmacy organization from a merchandising point of view
6. Using ABC analysis in merchandising.
7. Merchandising and types of consumer behavior when purchasing in pharmacies.
8. Specialized segments of the OTC market. Dietary supplement Features of the promotion of dietary supplements in the Russian Federation.
9. Advertising of dietary supplements and nutritional supplements as a common category of pharmacy products.

Merchandising is a set of measures to promote a product, carried out at the point of sale (at the point of sale). Using the basic principles of merchandising in pharmaceutical activities. Today, depending on consumer preferences, the following types of purchases are distinguished:

- a clearly planned purchase (the buyer knows exactly the brand and product of the purchased product);
- unclearly planned purchase (the buyer clearly defines for himself only the type of product);
- unplanned (impulse) purchase (the buyer makes a purchase that he did not intend to sell at the moment).

Proper pharmacy design helps the visitor choose the advertised product when making the first purchase, repurchase the product of this brand, buy advantageously presented products during an unplanned purchase, and also get acquainted with new brands of products.

According to statistics, only 1/3 of pharmacy visitors know what specific product they came to the pharmacy for, which, in turn, emphasizes the importance of merchandising in stimulating consumers' desire to choose and buy promoted products.

Merchandising is always customer oriented. Its main goal is to quickly sell goods at a retail outlet and organize a general increase in sales volumes. The following tasks contribute to achieving this goal:

- create additional incentives for the buyer to purchase products;
- give the product viability at any stage of its existence;
- encourage potential consumers to purchase a particular medicine;
- push the buyer to repurchase the product;
- increase drug consumption (vitamins, preventative agents);
- retain regular customers;
- attract new customers to "your product" to the detriment of competing products.

Merchandising efforts are aimed at correctly presenting products to customers at the point of sale, which ultimately improves the visibility and availability of the product and, accordingly, increases its sales volumes.

We can formulate the basic rules of merchandising:

- you need to have *the right* product;
- it is important to present the product in *the right* place;

- the product must be present in *the correct* quantity;
- the product must be sold at the *right* time;
- It is necessary to sell the product at the *right* price.

The impact of successful merchandising on buyer behavior is governed *by basic laws*:

- the “law of supply”, which states that all goods presented on the display must be provided with a certain supply;
- the “law of location”, which presupposes the mandatory presence of a minimum set of assortment items defined for each retail outlet;
- the “law of presentation”, which states that one name of a medicinal product must be presented in several forms of release.

Merchandising in pharmacies is determined by the medical and social significance of the products sold. This is correspondingly reflected in the main directions of the pharmaceutical branch of the science of “silent selling”. In light of these considerations, the following aspects are of interest: pharmacy zoning, product display, drug popularity, drug duplication, and visual perception.

Pharmacy zoning :

“ zone of adaptation, or habituation ” , of the visitor to the trading floor. This zone is “*cold*”, since people entering the pharmacy need some time to free themselves from street impressions, look around, get used to the new room and changes in light. In small pharmacies, this zone occupies an area of up to 1 square meter. m, in large self-service pharmacies up to 5 sq. m.

“*hot zone*”, that is, an area visited by 70 to 90% of buyers. This is the zone on the right side from the beginning of the customer flow. An unplanned desire to buy something manifests itself at the beginning of movement around the hall. In this zone you can place the product that brings the maximum profit to the pharmacy: seasonal, advertised, most profitable products that have a high turnover. Also hot are the areas located on the right side of the cash register (the buyer spends some time in line and pays attention to the displays with goods near the cash register), so impulse demand goods (lollipops, paper handkerchiefs, napkins) can be placed there.

“*warm zone*” is an area visited by 50 to 70% of pharmacy customers. It is located in the central part of the trading floor, in the middle of the flow. They stock expensive vitamins, non-seasonal medications, ointments, dietary supplements, and popular inexpensive cosmetics.

“*cold zone*” is an area visited by 20 to 30% of customers and which is the furthest from the entrance to the pharmacy. They place goods that have a small but stable demand (medical equipment, herbal teas, medicinal herbs, dressings, patient care items), cosmetics, and children's products.

The coldest areas are usually considered to be corners, poorly visible niches and the lowest shelves. At the same time, among the typical mistakes when zoning are:

- placement of the “most popular” pharmacotherapeutic group near the entrance (this does not encourage the buyer to move further, especially if there is a cash register nearby);
- placement of all pharmacotherapeutic groups in high demand in one area (the rest of the pharmacy space remains “cold”); placement of expensive goods in the “cold” zone (“freezing” of expensive items).

“*Ice zone*” - an area visited by up to 10% of buyers, located near the exit on the left side and is absolutely unprofitable in commercial terms. In this area you can place a sofa, table and chairs for relaxation, decorative elements and flowers.

If we take a square-shaped pharmacy as an example, then in such a room visitors will turn right more often (60%) than left (40%). This is due to the fact that most people are right-handed, and their right foot takes a slightly longer step than their left. But there are also non-standard rooms with their own layout features, which depend on the location of the entrance and exit,

windows, columns, load-bearing walls. In such premises, visitors will move in the way that is most convenient for them, regardless of the rules.

It should also be taken into account that people are very reluctant to go deep into the trading floor (30%), preferring to move around the perimeter. Consequently, goods that will be placed on the right side and along the perimeter of the hall initially have an advantage over those located on the left side of the hall.

80 - 100% of the customer flow occurs in the front part of the sales area, 50 - 70% in the middle part, 30% in the rear part of the sales area.

Traditionally, it is considered that the "hot" side is the right side (most buyers begin inspection from right to left), starting from the second meter of the display in the direction of the buyer's movement, the checkout area (at a distance of 1.2 m to the left and right from the place of payment), as well as the display "at eye level" - at a height of approximately 150-170 cm.

Display of goods.

From a sales point of view, the display must meet four main criteria:

- ease of selection and search for the right drug;
- aesthetic appeal (optimal saturation that does not overload perception, color scheme of display, harmony in size, etc.);
- awareness of the product (if possible);
- density of display (on the one hand, empty shelves do not add a positive image to the pharmacy's image; on the other hand, drugs closely located to each other create additional difficulties for the pharmacist and the buyer).

The principles of formation of compositions when displaying goods are determined by the laws of visual perception. Depending on the available space in the pharmacy, planar (linear) horizontal or vertical compositions can be organized, volumetric compositions in which three spatial axes are used (height, width and depth), spatial compositions in which all three axes are also used, but the predominant value has depth.

Noteworthy is the fact that asymmetrical compositions with elements of symmetry are perceived most organically. The predominance of symmetry in linearly organized compositions creates a feeling of order and neatness.

Consequently, competent display of a product can help ensure that it is perceived by visitors with greater attention. In the future, there is a need for a preliminary analysis of product placement horizontally and vertically. The length of the counter plays an important role. The longer it is, the more difficult it is to concentrate on individual objects. And the more difficult it is for the buyer to select the necessary product, because his eyes quickly get tired.

The uneven distribution of visual attention is also observed vertically in shop windows. This situation is due not only to the behavioral characteristics of a person, but also to his growth, as well as the ergonomic properties of the equipment itself. The main role, of course, is played by the height of display cases and shelving. High display cases are distinguished by the fact that shelves located at eye level "capture" 40% of a person's attention and, as a result, provide the opportunity to obtain the best sales figures. Less "tempting" are shelves located above eye level and at floor level. In this case, the list of main visual "attention traps" comes down to the following:

- arrows, which can be made both in a classic form and in the form of various figures (feet on the floor), which allows you to extend the direction of the visitor's gaze by an average of half a meter;
- informational inscriptions, signs, drawings will also significantly retain the attention of a potential consumer (color contrasts will make them linger longer);
- lighting effects (buyers are attracted to bright places);
- dynamic elements (rotating display case, fountain, aquarium). Popularity of drugs. As a rule, it is obviously different. For

In order to effectively sell the entire assortment, it is necessary to alternate "promoted magnet products" with lesser-known ones, creating the effect of a "fortress wall."

Duplication of the drug. Displaying in a “corporate block” increases brand recognition and sales levels. In addition, if the characteristics of the pharmacotherapeutic group allow, you can use “cross-laying,” that is, place the drug a second time next to its “pharmacotherapeutic neighbor.”

Visual perception

The concept of automaticity of rapid eye movements (automaticity of saccades) is the theoretical basis of a scientific direction called “videoecology”. The automaticity of saccades means that the motor apparatus of the eyes, working in active mode, ensures continuous scanning of the visible space. The rhythm generator of rapid eye movements - the saccadic center - directly depends on the presence of objects in the direct visual field. At the same time, the mechanisms of visual perception are negatively affected by the so-called homogeneous and aggressive fields. Fields in which there are no visible elements (bare walls, planes of monolithic glass) are considered *homogeneous*. Their presence in the interior of a pharmacy increases the amplitude of search movements of the visitor’s eyes. An unsuccessful search for a “clue” increases energy costs and causes discomfort. Homogeneous fields will help smooth out plants, color schemes (color combinations), paintings and other decorative elements, while the negative influence of large planes will help to smooth out columns, arches, etc.

Aggressive fields are those on which a large number of identical elements are dispersed. In such an environment, the brain receives an abundance of the same information. An example of aggressive fields in a pharmacy organization are tiles, grilles, blinds, etc. To date, it has been established that the optimal number of elements in the visible field should be no more than 13.

Measurements of the field of vision of a person with a stationary head position showed that it covers an angle of 54° horizontally, 27° above and 10° below eye level vertically. It is important to note that in men central vision prevails, and in women peripheral vision prevails.

Remarkable is the fact that the manipulation of color combinations largely allows you to control the feelings and mood of both visitors and pharmacy staff. Color combinations obey color laws and give rise to favorable or unfavorable sensations depending on how correctly they were combined.

Thus, summarizing all of the above, it should be emphasized that the product promotion complex is assigned one of the key roles in the marketing activities of pharmaceutical organizations: increasing sales volumes, creating commitment to the pharmaceutical company, as well as attracting buyer attention to products and increasing the number of “impulse” purchases "

All this is invariably accompanied by an increase in the profit and profitability of the organization, opens up new opportunities for the pharmaceutical business and is fully consistent with the Pareto rule, which states that 80% of the income comes from 20% of regular customers.

Specialized segment of the OTC market and dietary supplements.

Information from the Federal Service for Surveillance on Consumer Rights Protection and Human Welfare dated May 12, 2019 “What you need to know about biologically active food additives”

In accordance with the legislative acts of the Russian Federation and acts constituting the law of the Eurasian Economic Union, biologically active food additives are classified as food products.

Biologically active food additives are natural and (or) biologically active substances identical to natural ones, as well as probiotic microorganisms intended for consumption along with food or for inclusion in food products.

Biologically active food supplements, being additional sources of biologically active substances, including amino acids, dietary fiber, vitamins and minerals, help eliminate macro- and micronutrient deficiencies and optimize the diet, but cannot be used to treat any diseases, since as they are not medicines.

Dietary supplements for food are released into circulation on the territory of the Eurasian Economic Union, provided that they have passed the necessary conformity assessment procedures established by the technical regulations of the Customs Union.

The Technical Regulations of the Customs Union "On the Safety of Food Products" for dietary supplements provide for conformity assessment in the form of state registration.

Information on state registration of dietary supplements for food is entered into the unified Register of State Registration Certificates, is publicly available and is posted on an updated specialized search server on the Internet information and telecommunications network at the addresses: <http://www.eurasiancommission.org.ru> and <http://fp.crc.ru> (Russian part).

The sale of dietary supplements can only be carried out through pharmacies (pharmacies, pharmacy stores, pharmacy kiosks), specialized stores selling dietary products, food stores (special departments, sections, kiosks).

Retail sale of dietary supplements to food at the consumer's home, through a distribution network (through distributors) is not allowed and is regarded as an illegal activity.

Issues of quality and safety of dietary supplements for food are under constant control of Rospotrebnadzor.

If violations of technical regulations of the Customs Union, sanitary norms and rules are detected, administrative coercive measures are applied in accordance with the Code of the Russian Federation on Administrative Offenses, up to and including suspension of production, import or circulation of dangerous products.

Within the framework of the State Information Resource for the Protection of Consumer Rights, a rapid notification system has been created "On information and measures taken regarding products that do not meet regulatory requirements," which constantly receives information about the identification of food products in circulation on the territory of the Russian Federation that do not meet established requirements.

This system made it possible to take response measures simultaneously in all constituent entities of the Russian Federation into whose territory dangerous and substandard products were received, as well as on the territory of which they were produced, to coordinate interdepartmental interaction with internal affairs bodies, and to promptly respond to facts of detection of counterfeit products in circulation.

Biologically active additives are compositions of natural or natural-identical biologically active substances intended for direct intake with food in order to enrich the diet with individual food or biologically active substances and their complexes.

Biologically active food additives are obtained from plant, animal or mineral raw materials, chemical or biotechnological methods. Biologically active food additives cannot be identified with food additives, which are a group of substances of natural or artificial origin used to improve technology, preserve or impart necessary properties to food products, increase stability or improve organoleptic properties. Food additives, unlike dietary supplements, do not have biological activity.

Dietary supplements are divided into three groups: nutraceuticals, parapharmaceuticals, eubiotics.

Nutraceuticals are biologically active food additives used to correct the chemical composition of human food (additional sources of nutrients: protein, amino acids, fats, carbohydrates, vitamins, minerals, dietary fiber). The ultimate goal of using nutraceuticals is to improve the nutritional status of a person, improve health and prevent a number of diseases. Parapharmaceuticals are biologically active food additives used for prevention, auxiliary therapy and support within the physiological boundaries of the functional activity of organs and systems. Eubiotics are biologically active food additives that contain live microorganisms and (or) their metabolites that have a normalizing effect on the composition and biological activity of microflora and motility of the digestive tract; Eubiotics sometimes include a substrate that promotes the growth of friendly flora, but is not absorbed by the human body.

Based on the origin of the main components, dietary supplements are divided into:

- plant extracts, whole plant parts;
- bee products;
- seafood
- animal extracts;
- mineral components;
- fermentation products;
- biotechnology products;
- synthetic analogues of natural nutrients.

Why are biologically active food supplements needed?

- to replenish insufficient dietary intake of protein and certain essential amino acids, lipids and certain fatty acids (in particular, polyunsaturated higher fatty acids), carbohydrates and sugars, vitamins and vitamin-like substances, macro- and microelements, dietary fiber, organic acids, essential oils, extractives, etc.;
- to reduce caloric intake, regulate (decrease or increase) appetite and body weight;
- to increase non-specific resistance of the body, reduce the risk of developing diseases and metabolic disorders;
- to carry out the regulation of body functions within physiological boundaries;
- for binding in the gastrointestinal tract and removing foreign substances;
- to maintain the normal composition and functional activity of intestinal microflora.

Dietary supplements are used as an additional source of food and biologically active substances to optimize carbon, fat, protein, vitamin and other types of metabolism in various functional states, to normalize and/or improve the functional state of organs and systems of the human body, including products that have restorative, mild diuretic, tonic, sedative and other types of action in various functional conditions, to reduce the risk of diseases, as well as to normalize the microflora of the gastrointestinal tract, as enterosorbents. It should be noted that recently the sale of dietary supplements to food through a multi-level marketing system has become widespread, which implies the distribution of dietary supplements directly among the population by people who are not always competent in medical matters. It is important to consider that dietary supplements are not medicine! You should not believe the promises of distributors that the dietary supplements they offer will get rid of excess weight, cleanse the blood, slow down aging, protect against cancer, etc.

In accordance with SanPiN 2.3.2.1290-03 “Hygienic requirements for the organization of production and circulation of biologically active food additives,” retail trade of dietary supplements can only be carried out through pharmacies (pharmacies, pharmacy stores, pharmacy kiosks and others), specialized stores sale of dietary products, food stores (special departments, sections, kiosks). The sale of dietary supplements is not allowed:

- have not passed state registration;
- without a certificate of quality and safety;
- not meeting sanitary rules and standards;
- expired;
- in the absence of appropriate conditions for implementation;
- without a label, as well as in the case when the information on the label does not correspond to that agreed upon during state registration;
- in the absence of information on the label in accordance with the requirements of current legislation.

Food with a wide variety of composition is a source of vitamins and minerals necessary for health, and dietary supplements are only an addition to it.

Features of advertising of certain types of goods (Federal Law of March 13, 2006 No. 38-FZ “On Advertising” Chapter 3)

Advertising of dietary supplements and food additives should not :

- 1) create the impression that they are medicines and (or) have medicinal properties;
- 2) contain references to specific cases of people being cured and their condition improved as a result of the use of such supplements;
- 3) contain an expression of gratitude by individuals in connection with the use of such additives;
- 4) encourage people to give up healthy eating;
- 5) create an impression of the benefits of such additives by referring to the fact of conducting studies required for state registration of such additives, as well as use the results of other studies in the form of a direct recommendation for the use of such additives.

Advertising of dietary supplements in each case must be accompanied by a warning that the object of advertising **is not a medicine**. In this advertisement distributed in radio programs, the duration of such a warning must be no less than three seconds, in advertising distributed in television programs, cinema and video services - no less than five seconds, and such a warning must be allocated no less than seven percent frame area, and in advertising distributed by other means - no less than ten percent of the advertising area (space).