

Discontinued Lines Clearance Policy

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Contents

Section 1 – Introduction

- 1.1 Context
- 1.2 Purpose
- 1.3 Scope
- 1.4 What you need

Section 2 – Procedure

- 2.1 Discontinued OTC medicine
- 2.2 Clearing OTC medicine
- 2.3 Special conditions for OTC discontinued products
- 2.4 Discontinued front of counter products
- 2.5 Clearing FOC products procedure

Introduction

1.1 Context

The objective of the discontinued lines policy document is to:

- Provide you with clear guidelines on getting rid of non planogrammed lines from your pharmacy, or lines that have been discontinued off the latest planograms.
- It is to define the best procedure for clearing poor selling lines, cost effectively and efficiently.

1.2 Purpose

This policy has been designed to exit stock from our pharmacies in a cost effective and efficient manner.

1.3 Scope

The policy can be applied to lines that have been discontinued from your pharmacies range by the support office, lines that are not included on your new planogram.

1.4 What you need

You will need a dump bin or a number of dump bins dependent on the size of your pharmacy to exit final clearance stock.

- A dump bin

You will need the "was / now " SEL's to identify the price saving to customers to support on clearing lines that have been discontinued.

Red dots (available through Staples) – to identify the stock as do not re-order.

Procedure

2.1 Discontinued OTC medicine

- A list of lines to be discontinued will be placed on the category management section of the website along with the updated planograms.
- All products being discontinued will be flagged on the order list of the Mars system as “delisted”.
- Pharmacies should Red dot products that are marked for delisting
 - Red dot stickers available through Staples.
- **These products should not be re-ordered.**

2.2 Clearing OTC medicine products

- ✓ Please sell through at regular price for 6 weeks at the OTC section until cleared.
- ✓ The ideal stock levels for the OTC category should be **no more than 6 weeks** stock on hand.

2.3 Special Conditions for OTC discontinued products

Please ensure that the customer requires/needs the product using the WWHAM questions, and only make a sale when the product is appropriate for the patients needs.

Who is the patient?

What is the problem?

How long has it been a problem?

Action that has been taken to date

What other **M**edicines are taken?

2.4 Discontinued Front of Counter Products

- A list of lines to be discontinued will be placed on the category management section of the website along with the planograms.
- All products being discontinued will be flagged on the order list of the Mars system as “delisted”.
- Pharmacies should Red dot products that are marked for delisting
 - Red dot stickers available through Staples.
- **These products should not be re-ordered.**

2.5 Clearing FOC products procedure

- ✓ If a product has been taken off planogram
 - **Red Dot all lines not on planogram as a reminder not to re-order.**
 - **Reduce price by 33% to clear for 6 weeks.**
 - Use the “was/now” SEL’s to communicate price saving to customers.
 - MARs system – you will need to set up your promotion prices locally. Please refer to the MARs manual.
 - Sell these lines from the current section, when cleared, order in the replacement stock to complete the planogram.
 - If stock remains after the 6 week period remove and place in dump bins and reduce by 50%.
 - General POS will be issued to pharmacies to support this on going clearance.