

Pharmacy Product Mix Planner

Pharmacy & Chemist Retail

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Produces a product-mix plan for a pharmacy — the balance of prescription, OTC, wellness/FMCG, surgical/consumables and chronic-care ranges tuned to the catchment and margin. Use it to plan the range. For sourcing use the Distributor Selection tool (P4).

Purpose of this tool & output

Stock the right categories for your patients

How the output is used

Use it to stock the right categories for your patients — a product mix plan across chronic, acute, OTC and wellness.

Important cautions

Match the prescription range to what nearby doctors actually prescribe (a stock-out of a locally-prescribed drug sends patients elsewhere), build the high-repeat chronic-care base, and grow higher-margin OTC/wellness/generics to offset thin regulated drug margins. Adapt to your catchment.

Companion documents

- OTC & Self-Care Range Guide
- Generic vs Branded Strategy
- Wellness, Nutraceutical & FMCG Range
- Surgical & Medical Consumables Range
- Chronic Care Range & Program
- Pharmacy Private Label Strategy

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.