

## Layout and Design Self-Assessment Questions

1. The 1980's saw the birth of pharmacy computer systems and allowed the pharmacist more time to go out from behind the counter and consult with patients.  
A. True  
B. False
2. Good store design can be developed and maximize sales, even when the designer does not know what merchandise the store will even carry.  
A. True  
B. False
3. A good store design draws a customer deep into the store, increasing their in store time, and therefore exposes them to more merchandise.  
A. True  
B. False
4. All areas in the store, like aisles, must be keeping free of obstructions because of or legal reasons (ADA -Americans with Disabilities Act) and regulations.  
A. True  
B. False
5. The prescription department is still the heart of the pharmacy. It is still what makes the store unique. Third parties have reduced the profit margins here but with some creative marketing and detailing it can be a profitable section within the store.  
A. True  
B. False
6. A "prototype" design that creates similar footprint stores and the merchandise mix works best for chains because it varies little from store to store.  
A. True  
B. False
7. The pharmacy image you choose will affect your store's pricing.  
A. True  
B. False
8. Independents cannot compete with chains or mass merchants on price because they have higher overhead as a percentage of sales.  
A. True  
B. False

9. Chains have a high customer service image, so they are in a good position to become the neighborhood source for Health Care.
- A. True
  - B. False
10. Professional consultation areas are beneficial for the patient, because they increase patient compliance in taking medicines.
- A. True
  - B. False
11. The decision to install an automated filling system in a store depends solely on if the store can afford it.
- A. True
  - B. False
12. Indirect lighting in a retail pharmacy provides enough lighting for good merchandise visibility.
- A. True
  - B. False
13. You should choose colors for the store that reflect the current fads in color because your store must appear new & modern.
- A. True
  - B. False
14. A specific market area demographic report will tell you the exact demographic (Census) data on your customers.
- A. True
  - B. False
15. To be successful in business you must be better or different than the competition. This requires comparing yourself to the competition.
- A. True
  - B. False
16. Most “neighborhood” pharmacies cannot compete by fighting head to head with giants like Wal-Mart or a K-Mart because it wastes resources and energy.
- A. True
  - B. False
17. Demand departments contain items for which people have an immediate need, and should be placed where a customer can find them immediately.
- A. True
  - B. False

18. Examples of a demand department are: (circle three)

- A. Cough cold
- B. Sale items
- C. Candy bars
- D. First Aid
- E. Analgesics
- F. Toothpaste

19. Examples of impulse departments are: (circle three)

- A. Shampoo
- B. Bread
- C. Candy
- D. Seasonal
- E. School Supplies
- F. Dairy

20. Marketing or promotion of a drugstore should be limited only to front end merchandise and the promotion of your professional pharmacy services is, unethical, and in some states, illegal.

- A. True
- B. False