



MEDIA RELEASE

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Retail Managers driving customer experience

Close to 500 retail managers attended TerryWhite Chemmart's inaugural Retail Manager's Forum in all capital cities over the past two weeks to build their product knowledge and customer service capabilities.

TerryWhite Chemmart CEO Anthony White said the forum focused on building manager's retail execution and customer engagement, a key component in achieving the company's business strategy of becoming Australia's favourite pharmacy.

"Consumers are becoming increasingly health conscious and our health strategy recognises this trend," he said.

"To differentiate our brand in the market, we are raising the bar for professional advice and service to deliver the number one pharmacy brand for health.

"A key part of our business strategy is our Retail Transformation Project which is focused on building efficiencies in store through improved systems and a simplified retail offer.

"The forum highlighted the retail manager's critical role in supporting TerryWhite Chemmart's strategy to deliver easier access to pharmacists, expert health and better value for every Australian.

"Our goal is to build a team of passionate, efficient and well informed Retail Managers who can help drive the front of store and support our pharmacists in improving health outcomes," said Mr White.

In Brisbane, TerryWhite Chemmart Pharmacist of the Year Zamil Solanki said the event was a powerful professional development event.

"Retail is an important part of our business, so the ability to ensure the Retail Manager is on par with our vision is critical" he said.

"The forum was a great way to delve into the complexities faced by Retail Managers on a daily basis," Mr Solanki said.

TerryWhite Chemmart is proposing to hold the forums twice a year, with the next event scheduled for October.

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