

Using auditing to establish product availability.

Company	Demonstrating
Boots	Effective product auditing.

Business aim

- To establish the availability of 100 'fastest moving' dispensary lines and thus confirming a core product stocking list.

Key steps

- GfK's client team conducted open audits across the Boots estate.
- The team identified product gaps; the audit process was adapted to incorporate the use of different brand names on several products

Key outcome and client quote

- The results of the audits were collated and then broken down by product, store and region. This allowed for the identification of trends.
- During the programme we were also able to identify the products with the poorest availability.
- With an overall high availability score, GfK affirmed that the products audited were among the "fastest moving" dispensary lines.



"We have worked with GfK Field Marketing for a number of years through their engagement in the On Shelf Availability (OSA) audit programme. We needed something slightly different from the OSA programme, the recent pharmacy audit work is a good example of where GfK have been able to demonstrate their flexibility in delivering useful results to Boots UK in a short space of time, and to the same quality and standard that we have come to expect."

Andy Miles, Boots UK

