

casestory

Using auditing to establish product availability.

Business Aim

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

Key Steps

- Develop realistic scenarios for 50+ organisations and an effective questionnaire.
- Undertake one of the largest telephone MS studies in the country.

Key Outcome & 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.

Company: **Boots** Demonstrating: **Effective product auditing**



"We have worked with GfK 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."

GfK Mystery Shopping

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The GfK logo, consisting of the letters "GfK" in white, bold, sans-serif font on an orange square background.