Yieldigo
Retail Pricing Made Simple

SUPER-PHARM

Super-Pharm Leaders to Incorporate Omnichannel Pricing

Synchronization of pricing strategy and execution - board members regained control; pricing managers got well-backed by single source of pricing truth

About Super-Pharm

- **Country:** Poland
- **Industry:** Pharmacy & Drugstore
- **Sales channels:** 92 stores, e-shop
  Pricing zones: 4
- **Active SKUs:** 27.000
- **Yieldigo capability in use:** Everyday price management

Risks of the Current Status Quo

1

PRESSURE ON MARGINS

The pharma and drugstore segment in Poland is extremely saturated with 8 companies sharing EUR 16 bn market.

2

PEOPLE NOT SYNCHRONIZED

Pricing managers and board members experience misunderstandings as both work with different pricing-related data and information.

3

INACCURATE DECISIONS ABOUT PRICES

Pricing managers make pricing decisions based on an inaccurate mix of information gathered from different teams.

Synchronization of pricing strategy and execution - board members regained control; pricing managers got well-backed by single source of pricing truth

The solution

- **Addressed risks:** pressure on margins, people not synchronized, inaccurate decisions about prices.
- Super-Pharm management defined **one key person** responsible for pricing, who cooperated closely with an onboarding consultant from the Yieldigo team on: (a) step-by-step business strategy setup, (b) enablement of daily pricing and control routines, (c) other users training.
- Users can **automate up to 90%** with these modules: rules and strategies settings, what-if, families, reports, exports, machine-learning price optimization engine.
- Pure competition-based pricing combined with margin optimization. Prices are within **safe price ranges, making everyone feel well-supported**.
- 12 people manage prices of brick-and-mortar stores and e-shop in one tool. **Single point of pricing truth** supports informed decisions about future pricing strategies and tactics arranged with the board.
- Pricing managers are enabled to provide an immediate response to every Chief Commercial Officer's pricing strategy adjustment thanks to **what-if simulations** capability. This response includes forecasted impacts of revenues, margins, volumes, price indexes.
- Pricing managers are informed about products with **negative margins** whenever competitors push prices and thus Super-Pharm's margins down.
- **Gradual rollout of brick-and-mortar stores and e-shop**.

Super-Pharm managers aspire to become market price leaders

- Now Super-Pharm pricing managers have a **competitive advantage** - they are equipped with such pricing techniques that they can execute any task from the company board and react immediately to any competitors' price strategies and price movements.
- **Reactions in less than 24 hours** to the supply chain market changes.
- Pricing managers alongside category managers achieved **3-7% sales margin improvement** in various departments.
- Data that are used for pricing decisions made by the Chief Commercial Officer and Head of Pricing are now at **93% quality**. Compared to 60% before cooperation started.
- A-Z **100% control and management visibility** over the pricing process of the whole assortment with "one source of pricing truth".

Yieldigo is a very professional company, they can do a lot - only your data is the limit.

Mateusz Remus
Business Analysis and Merchandising Manager, Super-Pharm

SUPER-PHARM