CHALLENGE BRIEF

Developing and promoting pharmacy products and services for sportsmen and well-being individuals/groups

Pharmacies of Maribor

Video version: http://youtu.be/hKLboWG8Wd4

1 | Who we are

MISSION

- Lekarne Maribor (Public health care institution, Pharmacies of Maribor) is established with the purpose of providing the people, health care institutions and other organizations with safe and effective medications and medical devices as well as with expert advice on the best way to use them.

VISION

- To be the best in the field among the members of EU.

GOAL

- To provide our consumers pharmacy services that exceed their expectations.

Pharmacies of Maribor were established by the Municipality of Maribor in the year 1963. There were 170 employees in Pharmacies of Maribor in 2012. Our company practices pharmacy as a public service, providing medicines for residents, health centers and other organizations. Pharmacies of Maribor are a network of 20 pharmacies in Maribor and its surroundings. We manufacture our own products in our production unit – Marifarm. Income of our own products records 1,5 mio
EUR of annual turnover. Total annual turnover of Pharmacies of Maribor is 47 mio EUR. Pharmacies of Maribor have 2 daughter companies which are 100% owned by mother company (FARMADENT and MARIFARM).

Farmadent Wholesale and Retail Trade Ltd was established by the Pharmacies of Maribor 40 years ago. Number of employees: 75. Farmadent is the third biggest Slovenian wholesaler. Within the company’s total turnover the largest part, 91.3% is represented by the sales to public pharmaceutical institutes and private pharmacies. Farmadent also supplies hospitals and health centers with drugs and other medicinal products. Total annual turnover is 93 mio EUR.

Marifarm Ltd was established by the Pharmacies of Maribor in 2008. Marifarm has started the production in the spring of 2009. Our products are manufactured by EU Standards and under GMP and ISO regulations.

2 | Define the users, people affected by your product/service

As we are part of public healthcare network, Pharmacies of Maribor impacts on almost every one’s life. We are taking care of distributing medicines, medical devices and food supplements with expert advice. Our customers are people with various health problems and healthy people. Our aim is to help people, to make them happier and give them advice to stay healthy. For that reason we also perform preventive actions such as monitoring blood pressure, glucose and cholesterol levels in blood and point them to the doctor if necessary. We can offer expert advice for specific groups of people from our specialised employees. Besides providing healthcare service to our visitors we sell our own brand of food supplements and we have a galenical production of medicines that are not so interesting for larger pharmaceutical companies to fill the gap and offer our customers full range assortment. Our products of brand MARIFIT are targeted for people who want to retain health and to active people with increased demand for vitamins and minerals as well as people with various health problems who can facilitate their problems with our products.

3 | Define the problem

Although our services and products are of top quality, we need people to recognize the benefits to boost our sell. We need to stand out – point out our
advantages among bigger and bigger competition. We think our big advantage is knowledge and accessibility of our experts through our pharmacy chain.

4 | **What are the current solutions to it (if any)**

We are marketing our products on various media. We have also invited Slovenian sportsman in hammer throwing Primož Kozmus, who won a gold medal from Olympic Games, to promote the benefits of sport in everyday life and to represent our food supplements - MARIFIT.

5 | **The challenge**

How can we achieve that everyone who do sports recognize our services as number one choice regarding expert advice on nutrition, healthy lifestyle and our products as most suitable, quality products when needed?