



The shopping experience, prime location, flexible business hours and targeted sales offers allow the Super-Pharm chain to be the consumers' first choice when purchasing medication, cosmetics, baby products or toiletries

Founded in 1978 by the Koffler family, the Super-Pharm chain currently operates more than 170 branches across the country, from Kiryat Shmona to Eilat. The Chain adopts a unique management method in which each branch is owned and managed by an independent franchiser referred to as a 'colleague'. This 'colleague' is usually a pharmacist who was fostered from within the company and is responsible for the branch's management and business showings.

### The Competitive Environment

Super-Pharm operates in a complex competitive environment in which each of the three core fields – pharmacy, cosmetics and baby and toiletry products – face a different competitive arena.

In order to differentiate itself, Super-Pharm has over time created noticeable campaigns that have an international look and feel and that are derived from the appearance of the branches. In addition, Super-Pharm invests tremendous resources in service and in the shopping experience in the branch.

### The Brand Strategy

Since its foundation, Super-Pharm has balanced a unique

shopping experience and providing added value to its customers with attractive sales and fair pricing policies. The experience is reflected in strategic locations, branch design, balances between the various departments (pharmacy, baby section, toiletry section and cosmetics division), flexible business hours and the way in which the chain communicates with its customers in the branch through various forms of media and through service provided by chain employees.

On the one hand, Super-Pharm has throughout the years remained loyal to brand values, logo colors and branch appearances. On the other hand, the chain constantly keeps upgrading and adapting them to world leading retail trends. For example, the chain recently began assimilating a new design concept in its branches designed to upgrade the shopping experience by raising ceilings, changing lighting fixtures, shelves, unique signs for each department that match the company logo and redesign of the cosmetics department.

In order for Super-Pharm to retain its position as leader in its core areas, it maintains contact with its customers even outside the branches.

A central channel is the LifeStyle club, which was launched in 1998 and was the first credit-card based customer club.

At the end of 2009, Super-Pharm launched a strategic move by launching, in conjunction with Isracard, LifeStyle plus – a non-bank credit card that provides club members with perks for purchasing at Super Pharm, as well as in other businesses (e.g. Delek gas stations, Menta convenience stores, McDonald's fast food chains, Kravitz office supply chain and Issta travel agency).

Super-Pharm customers enjoy designated sales days throughout the year, and personally tailored coupons based on their purchases sent to their home each month.

**Super-Pharm Festivals** – Super-Pharm initiates and produces image and experience events every year in beauty, health and family that have become a tradition: Beauty City for beauty, good life festival for health and quality of life, and Babyland for baby products.

### Growth Engines

In addition to regular retail activities, Super-Pharm has invested in three main growth engines for ensuing years:

**Super-Pharm Optics** – the optical chain in Super Pharm branches that was launched in 2008. Currently, the chain operates 20 branches across the country and is the third largest optics chain in Israel. Super-Pharm Optics has positioned itself as "the pharmacy for glasses", offering free vision tests and contact lens compatibility performed only by licensed optometrists.

**Life Private Brand** – The first private brand among



