



Can a Time Change Spur Growth In Your Store?

"Workin' 9 to 5, What a way to make a livin', barely gettin' by, Its all takin' and no givin'. They just use your mind and they never give you credit. It's enough to drive you crazy if you let it..." -- Dolly Parton

Being open from 9 to 5 is a great shift; no one has to rush in the morning and everyone gets to eat dinner at a decent time. However, a business that is open 9 to 5 or even 9 to 6 might be hindering its own growth. I know what you are thinking: extending hours can be costly and almost no one likes their hours changed. That being said, you do owe it to yourself to investigate if being open additional hours is a wise and profitable investment. Here are a few steps to take to explore if new hours make sense for you:

- Check the work shift hours of the major employers of your area; you should be open at least one hour before or one hour after the main shift.
- Park at least one car in front of your store, turn on all the lights that you normally have on when you are open, station yourself across the street, and count the number of people who try your door.
- If your competition is open earlier or later than your store, position yourself in their parking lot and count the number of customers that go into the store.
- Pay attention to what is in customers' hands after they leave your competition; are the customers carrying a coffee, newspaper, or what looks to be an Rx bag?

Gather all the information that you possibly can and run the numbers to determine how many extra scripts you would have to fill to cover your labor charges to stay open additional hours.

Good luck and thank you for being a member of NCPA.

-- Gabe Trahan, Senior Director of Store Operations and Marketing