

# Executive Summary

120 Pharmacy Network | 8 European Countries | 2025 Performance

## Overall Performance

- **Total Sales:** \$4.41M (+4.4% YoY)
- **Total Profit:** \$1.24M (+4.9% YoY)
- **Units Sold:** 227,991 (+4.7%)
- **Average Profit Margin:** ~28%

The business shows stable growth with strong margin consistency across the network.

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## Revenue & Profit Drivers

- Revenue is highly concentrated in a small group of top-performing products.
  - Prescription products dominate total sales.
  - Brand preference is strong (85% non-generic).
  - Promotions contribute only ~10% of sales, indicating stable core demand.
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## Geographic & Pharmacy Performance

- Germany, Italy, and France are leading contributors.
  - Performance is volume-driven, not margin-driven.
  - Profit margins remain consistent (~28%) across both high- and low-performing pharmacies.
  - Underperforming locations show lower demand, not pricing issues.
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## Key Risks & Opportunities

- Revenue concentration in a limited product portfolio.
  - Heavy dependence on specific regional hubs.
  - Opportunity to optimize low-volume pharmacies and long-tail products.
  - Margin structure is healthy — growth should focus on demand expansion.
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## **Conclusion**

The pharmacy network operates with strong margin discipline and stable demand. Growth is driven by product concentration and regional performance, with primary opportunities in geographic demand optimization rather than pricing strategy.