

## Case Study

### Lloyds Pharmacy and Retail in the Czech Republic

Lloyds Pharmacy has the largest chain of pharmacy shops in the UK with more than 1300 outlets. During 1999, the Company was encouraged by its German parent, GeHe. GmbH to enter the Czech market where GeHe had acquired a small chain of shops during the acquisition of a Czech pharmacy wholesaler. Lloyds Pharmacy commissioned Alpha to advise on company structure and the health care sector in the Czech Republic, to plan an acquisition strategy for further outlets and to support the recruitment of a new Top Team.



During 1999, Alpha implemented the recruitment of a new General Director, Finance Director, Marketing and Sales Director and other operational staff.

One of Alpha's consultants was seconded to the Czech company to implement a programme for the acquisition of suitable retail outlets throughout the country. He remained in post for more than one year before handing over to a permanent member of staff.

Since then, Lloyds pharmacy has progressively extended its network in the country to become the largest retailer of prescription products in the Czech Republic.

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Alpha has also been involved in assisting other UK retailers enter the Czech market. Alpha advised the local franchisees of the Next and Mothercare chains on obtaining finance and one of Alpha's Directors invested in equity in one of the businesses.



Alpha also offered advice to River Island who were looking at opportunities in the country. In the event, River Island decided on a growth strategy in the Middle East.

Alpha assisted a local Czech photoprocessing company, Fotolab a.s. to obtain equity and debt finance for its ambitious growth plans. Alpha also identified and negotiated with Germany's leading photoprocessor leading to the sale of a majority stake in the business.



In 1994, one of Alpha's Directors established a dry cleaning business in Prague. This business now has more than 100 collecting points for its centrally located Cleaning Centre. The company has valuable contracts with many of Prague's leading hotels and businesses.