

This thesis is focused on a private brand of food supplements called IPC COMPLEX. IPC COMPLEX is produced by company Pharmaceutical Corporation, a.s., and has been freshly introduced in the Czech market. The paper aims to assess production costs and sales in 2013, to calculate mark-up, margin and total gross profit. A comparison of sales with the rival products in each category follows. The evaluation is also subjected to meet the balance sheet established before entering the market. Moreover, the aims of the management are assessed together with return on investments and presumed positive impact on management of the society. The research focuses on monitoring the private brand. The data – provided exclusively for this research, were collected in 2013 and represent all 42 pharmacies owned by the chain IPC in the Czech Republic. The thesis tries to evaluate economic impacts of private brand on the pharmaceutical market for food supplements. These consequences are compared with impacts of private brands in other fields. Generally, the impact is believed to be positive and to be beneficial for powerful retail chains. Despite the minor failures, this thesis proved that a private brand of food supplements can have the very same positive impact on the Czech pharmaceutical market. The private brand has successfully entered the market and has become an unambiguous leader in pharmacies of the chain. The margin, mark-up and the gross profit related to these products were significantly higher compared to the rival products. The margin ranked between 45 and 65 %, whereas for competitors it was only 23 %. The initial investment into the project 220 991 CZK has returned within 94 days. An average market share in specific categories was 37 %. The preliminary balance sheet was met from 42 %. Although these figures did not meet initial expectations, the very first year of IPC COMPLEX can be considered to be a success. The hypothesised benefit was confirmed and the whole project positively influenced management of the company.