

value in health

Greg's Discount Chemist

SPACE
TO
GROW



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retail + commercial fitouts

greg's discount chemist

Design and Construct

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Bicton, Cockburn Gateway, Jindalee, Midland, Mirrabooka, Morley, Southern River

Masterplanners worked closely with the original developer of Greg's Discount Chemist to create and implement a successful pharmacy brand that is still relevant today.

With such a vast and ever changing social, economic and demographic range that exists throughout the various neighborhoods of the greater Perth area, it was a challenge for our client to design and build a pharmacy brand that can stand out and can stand the test of time.

Up for the challenge, we worked with our client to develop some prototypes, established effective standards and then rollout to multiple locations. The end result was a consistent and memorable brand that is still trading strongly today.



Masterplanners
123 Howe Street Osborne Park WA 6017
T. 08 9340 9700 F. 08 9340 9777
info@masterplanners.com.au
masterplanners.com.au

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@masterplanners_