



Australian Government

Department of Education, Employment and Workplace Relations

SIRCMER401 Market and promote a pharmacy products and services area

Release: 1

SIRCMER401 Market and promote a pharmacy products and services area

Modification History

The version details of this endorsed unit are in the table below. The latest information is at the top.

Release Date	Comments
First Release	This is updated and equivalent to SIRPMER001A Market and promote a pharmacy products and services area.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to plan and implement promotional strategies within a community pharmacy.

The unit covers establishing customer profiles, developing, implementing and evaluating promotional strategies.

Application of the Unit

This unit applies to pharmacy assistants who are responsible for the marketing and promotion of a specified front of pharmacy products and services area.

Persons undertaking this role may report directly to a retail manager, under the overall supervision of a pharmacist, or report directly to a pharmacist. Within this context, they apply discretion, judgement and accept responsibility for outcomes of their own work.

Licensing/Regulatory Information

All relevant federal, state or territory legislation, Pharmacy Board of Australia Guidelines, and established practice and quality assurance standards are to be met relating to the promotion and sale of Pharmacy Medicines (S2) and Pharmacist Only Medicines (S3).

Pre-Requisites

SIRCHCS201 Support the supply of Pharmacy Medicines and Pharmacist Only Medicines

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

ELEMENT

PERFORMANCE CRITERIA

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

- | | |
|---|---|
| 1. Identify market characteristics. | 1.1. Identify demographics of target customer group.
1.2. Identify products and services to meet market opportunities.
1.3. Develop promotional strategies taking into account <i>relevant information</i> and <i>compliance factors</i> in collaboration with relevant individuals and groups. |
| 2. Develop promotional strategies. | 2.1. Evaluate strengths and weaknesses of existing <i>promotional strategies</i> .
2.2. Develop promotional strategies according to pharmacy business and marketing strategies and regulatory requirements regarding the operation of community pharmacies.
2.3. Collaborate with relevant colleagues and the supervising retail manager or pharmacist before proceeding with the concept. |
| 3. Identify and secure required resources. | 3.1. Select resources appropriate for the venue, product and needs of customers.
3.2. Liaise with product suppliers to ensure availability of <i>resources</i> to meet promotional timeframes.
3.3. Secure resources within budget allocation. |
| 4. Implement and evaluate promotional strategies. | 4.1. Design and position display according to visual merchandising principles.
4.2. Ensure that product advertising occurs according to legislative requirements and pharmacy policy and procedures.
4.3. Engage with customers to verbally promote products and services where included in the promotional strategy.
4.4. Evaluate promotional strategies against sales turnover, customer feedback and pharmacy promotional standards.
4.5. Review and report on strategies to take advantage of opportunities for improvement. |

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills to:
 - collaborate with others regarding development of promotional strategies
 - provide relevant information to a manager or supervising pharmacist
 - liaise with suppliers through clear and direct communication
 - ask questions to identify and confirm requirements
 - engage with customers during promotions
 - use language and concepts appropriate to cultural differences
 - use and interpret non-verbal communication
- learning skills to:
 - collect information on customers and markets
 - research characteristics of target customer bases
 - source, record and disseminate promotional information
 - evaluate promotional strategies
- literacy and numeracy skills to interpret promotional information
- technology skills to access and use information systems required by the role

Required knowledge

- pharmacy protocols and procedures relating to promotional strategies for pharmacy products and services, including:
 - store layout and presentation
 - advertising and promotions
 - pricing and marking down of goods, including risk assessment
 - housekeeping for premises, fittings, fixtures and equipment
 - location of Pharmacy Only and Pharmacist Only Medicines
- pharmacy product and service range to be promoted
- pharmacy merchandising plan
- current availability and sources for new and existing products and services
- principles of visual merchandising
- project management principles, including liaising with others and coordinating activities to achieve outcomes within budget and timelines
- sources of information on customer expectations and market trends

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the assessment guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the ability to:

- apply pharmacy protocols and procedures when developing and implementing promotional strategies
- apply research skills to collect information on customer and market expectations and opportunities
- collect and evaluate information to assess the success of strategies and make recommendations for improvement
- recommend promotional strategies
- plan and carry out work to meet promotional requirements.

Context of and specific resources for assessment

Assessment must ensure that competency:

- is observed by the assessor or the technical expert working in partnership with the assessor as described in the assessment guidelines
- demonstrates the development of promotional strategies for a range of products and services performed over a sufficient period of time to demonstrate handling of a range of contingencies
- is demonstrated in a real or simulated pharmacy workplace environment, which may include customer interruptions and involvement in other related activities normally expected in the pharmacy.

Assessment must ensure access to:

- information on a merchandise or services range
- pharmacy policy and procedures
- promotional and display materials
- relevant pharmacy protocols and procedures
- pharmacy display standards and guidelines.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of the candidate in the workplace researching, developing and evaluating display and promotional strategies for a range of pharmacy products and services
- written or oral questions appropriate to the language

and literacy level of the learner to test relevant underpinning knowledge

- case studies that involve researching, collaborating, planning and implementing a strategy that markets and promotes a pharmacy products or services area
- review of portfolios of evidence and third-party reports of on the job performance.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Relevant information may include:

- target market
- store image
- market segmentation and business strategy
- visual merchandising concepts
- store layout and space availability
- pricing policies
- feedback from customers and staff
- seasonal trends.

Compliance factors may include:

- guidelines and promotional materials relating to pharmacy group buying and display
- planogram requirements

product display location required by schedule classification

- pharmacy protocols and procedures relating to promotion of pharmacy products and services.

Promotional strategies may include:

- companion selling
- advertising media, such as:
 - catalogues
 - newspapers
- posters promoting:
 - specific product or service
 - loyalty schemes.

Resources may include:

- display fixtures
- brochures
- sales personnel
- stationery, posters and photographs
- products
- furniture
- stands and shelves
- demonstration equipment.

Unit Sector(s)

Community Pharmacy

Competency field

Merchandising