



**Australian Government**

# **SIRCCPM006 Develop a pharmacy product and service range**

**Release: 1**

# **SIRCCPM006 Develop a pharmacy product and service range**

## **Modification History**

Not applicable.

## **Application**

This unit describes the performance outcomes, skills and knowledge required to investigate, plan for and update a range of pharmacy products and services at regular intervals. It requires the ability to continually analyse the market; choose and introduce products and services; negotiate the cost of supply, determine pricing policies; and monitor quality.

This unit applies to retail, front of pharmacy and other managers working in community pharmacies. They work with significant autonomy and are responsible for making a range of management decisions across single or multiple pharmacy outlets.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

## **Pre-requisite Unit**

Nil

## **Competency Field**

Community Pharmacy Management

## **Unit Sector**

Community Pharmacy

## **Elements and Performance Criteria**

### **ELEMENTS**

Elements describe the essential outcomes.

1. Analyse market.

### **PERFORMANCE CRITERIA**

Performance criteria describe the performance needed to demonstrate achievement of the element.

1.1. Identify pharmacy customer groups and analyse their product and service preferences.

1.2. Analyse sales and stock data to identify demand for products and seasonal variations.

1.3. Identify and use opportunities to improve pharmacy product and service range.

1.4. Research and identify potential new products and services.

1.5. Evaluate supplier claims, and refer recommendations to

- pharmacist.
- 1.6. Identify market competition for specific products and services.
  2. Plan front of pharmacy product and service range.
    - 2.1. Analyse existing pharmacy product and service range against pharmacy values and objectives, market analysis and sales performance.
    - 2.2. Document specifications clearly and accurately for new merchandise quality.
    - 2.3. Determine display space requirements and optimum product or service mix according to market analysis.
    - 2.4. Plan for updating of product range at regular intervals.
    - 2.5. Identify product lines to be deleted and take action to minimise adverse effects on profit.
    - 2.6. Consolidate stock to maximise sales potential.
  3. Maximise profit.
    - 3.1. Calculate or estimate product range contributions against budget targets.
    - 3.2. Develop product range assessment checks and implement against budget targets.
    - 3.3. Negotiate cost of supply and terms of trade to maximise profit margins.
    - 3.4. Develop and document complete and accurate records of negotiations and agreements to appropriate personnel.
    - 3.5. Determine pricing policies for products and services according to nett profit margin stated in pharmacy merchandising plan.
    - 3.6. Clearly document pricing policies for use by pharmacy staff.
  4. Introduce new products and services.
    - 4.1. Provide clear information to staff about new product and service range, and implement relevant staff training.
    - 4.2. Demonstrate, promote and display new products and services to staff.
  5. Monitor quality.
    - 5.1. Establish specifications for quality of supplier merchandise.
    - 5.2. Monitor merchandise quality during supply and delivery process and rectify deficiencies.
    - 5.3. Check stock return figures and analyse against target figures.

## Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

- Reading skills to:
- interpret complex information on customer profiles, product and service preferences supplier contracts and terms of trade.
- Oral communication skills to:
- conduct negotiations of significant commercial value.
- Numeracy skills to:
- complete complex calculations for cost of supply for various quantities, product mark-up structures and profitable selling prices.
- Technology skills to:
- use the system capabilities and functions of a pharmacy stock control and sales data system.

## Unit Mapping Information

No equivalent unit.

## Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>