



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **SIRPMER001A Market and promote pharmacy products and services area**

**Revision Number: 1**

## **SIRPMER001A Market and promote pharmacy products and services area**

### **Modification History**

Not applicable.

### **Unit Descriptor**

**Unit descriptor** This unit covers skills and knowledge required to plan and implement promotional strategies within community pharmacies. It covers establishing customer profiles, and developing, implementing and evaluating promotional strategies.

### **Application of the Unit**

**Application of the unit** This unit supports front-of-store sales work roles and is carried out under direction of a pharmacist.

### **Licensing/Regulatory Information**

Not applicable.

### **Pre-Requisites**

**Prerequisite units** Nil

## Employability Skills Information

**Employability skills** The required outcomes described in this unit contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

## Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency. Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

## Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
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 <b><i>promotional strategies</i></b> in collaboration with relevant individuals and groups.
2 Develop promotional strategies.	2.1 Evaluate strengths and weaknesses of <b><i>existing promotional strategies</i></b> . 2.2 Develop promotional strategies according to pharmacy business and marketing strategies and legislative requirements.
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 <b><i>promotional resources</i></b> to meet promotional

<b>ELEMENT</b>	<b>PERFORMANCE CRITERIA</b>
	timeframes.
	3.3 Secure resources within budget allocation.
4 Implement promotional strategy	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.
5 Evaluate promotional strategies.	5.1 Evaluate promotional strategies against sales turnover, customer feedback and pharmacy promotional standards. 5.2 Review and report on strategies to take advantage of opportunities for improvement.

## Required Skills and Knowledge

### REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

- interpersonal communication skills to:
  - collaborate with others regarding development of promotional strategies
  - liaise with suppliers through clear and direct communication
  - ask questions to identify and confirm requirements
  - use language and concepts appropriate to cultural differences
  - use and interpret non-verbal communication
- apply literacy and numeracy skills to research characteristics of target customer bases and evaluate promotional strategies
- source, record and disseminate promotional information
- respect and maintain privacy and confidentiality of customer information
- access and use information systems as required by the role.

The following knowledge must be assessed as part of this unit:

- pharmacy policies, protocols and procedures relating to promotional strategies for pharmacy products and services, including:
  - store layout and presentation
  - advertising and promotions
  - pricing/markdown of goods, including risk assessment
  - housekeeping for premises, fittings, fixtures and equipment
- store product and service range to be promoted
- store merchandising plan
- current knowledge of 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
- research skills to collect and review information on customers and markets
- communication methods and systems to operate as part of a team and provide relevant information to a pharmacist, customers and other pharmacy staff as required.

# Evidence Guide

## EVIDENCE GUIDE

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

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

Evidence of the following is essential:

- applies pharmacy protocols and procedures when developing and implementing promotional strategies:
  - collecting information on customer and market expectations
  - recommending promotional strategies to meet pharmacy business model
  - collecting and evaluating information to assess the success of strategies and make recommendations for improvement
- applies basic research skills to assess market opportunities
- applies knowledge of merchandising principles
- liaises with pharmacy staff and product and service suppliers to meet promotional requirements within budget and timelines
- respects and protects customer privacy when collecting information and communicating with customers
- plans and carries out work to meet promotional requirements.

## EVIDENCE GUIDE

### Context of and specific resources for assessment

Assessment must ensure:

- demonstration of the development of promotional strategies for a range of products and services sufficient to demonstrate handling of a range of contingencies
- performance is observed by the assessor or the technical expert working in partnership with the assessor.
- access to a real or simulated pharmacy environment
- access to relevant pharmacy protocols and procedures
- access to pharmacy policy and procedures
- access to federal and state or territory legislation
- access to information on merchandise or services range
- access to industry codes of practice, standards and guidelines.

### Methods 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 promotional strategies for a range of pharmacy products and services
- written or verbal questioning to assess knowledge and understanding
- role plays to confirm communication skills to communicate with customers, suppliers and pharmacy team members.

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

## EVIDENCE GUIDE

### Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically in the context of the job role and with other relevant units that make up the skill set or qualification.

## Range Statement

### 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 in the performance criteria is detailed below.

***Promotional strategies*** must comply with:

- federal and state or territory legislation, regulations, industry codes of practice, standards and guidelines
- community pharmacy policies, protocols and procedures relating to promotion of pharmacy products and services.



## RANGE STATEMENT

- Promotional strategies*** may take account of:
- target market
  - market research
  - store image
  - market segmentation and business strategy
  - visual merchandising
  - store layout and space availability
  - pricing policies
  - feedback from customers and staff
  - the current industry context
  - seasonal trends
  - a specific product or service (new or existing), e.g. special clubs
  - developing a house brand catalogue.
- Existing promotional strategies*** may include:
- strategies used within the pharmacy
  - strategies used by competitors within the community pharmacy sector or by other retailers.
- Promotional resources*** may include:
- display fixtures
  - brochures
  - sales personnel
  - stationery, posters and photographs
  - products
  - furniture
  - stands and shelves
  - demonstration equipment.
- Promotions*** may include:
- displays
  - window dressing
  - loyalty clubs
  - companion selling
  - advertising, e.g. catalogues, newspapers and posters.

## **Unit Sector(s)**

**Sector** Community Pharmacy

## **Competency field**

**Competency field** Pharmacy Merchandising