



Australian Government

Department of Education, Employment and Workplace Relations

SIRCCPM504 Investigate new front-of-pharmacy products and services

Release: 1

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Modification History

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

Release	Comments
First Release	New unit

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to investigate, plan for and introduce new front-of-pharmacy products and services.

Application of the Unit

This unit applies to persons with managerial responsibility in community pharmacies.

Persons in this role are required to apply initiative and judgement, using a range of problem-solving and decision-making strategies.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Not applicable.

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.

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|--|---|
| 1. Analyse market. | 1.1. Monitor <i>customer requirements</i> and evaluate <i>market factors</i> .
1.2. Review performance of <i>front-of-pharmacy product and service range</i> to identify the demand for individual items and seasonal variations.
1.3. Identify opportunities to improve pharmacy sales and services.
1.4. Research and identify potential new products and services, evaluate <i>supplier claims</i> , and refer recommendations to managing pharmacist where relevant.
1.5. Identify market competition for specific products and services. |
| 2. Plan front-of-pharmacy product and service range. | 2.1. Assess existing pharmacy product and service range against pharmacy values and objectives, market analysis and sales performance.
2.2. Identify display space requirements and optimum product or service mix according to market analysis.
2.3. Update product range at regular intervals.
2.4. Identify product lines to be deleted and take action to minimise adverse effects on profit.
2.5. Consolidate stock as required to maximise sales potential. |
| 3. Monitor quality control. | 3.1. Establish expected merchandise quality standards with suppliers.
3.2. Monitor merchandise quality during supply and delivery process.
3.3. Check stock return figures and analyse against target figures. |
| 4. Introduce new products and services. | 4.1. Inform staff of new product ranges and services, and implement relevant staff training.
4.2. Demonstrate, promote and display new products and services to staff. |
| 5. Maximise profit. | 5.1. Calculate or estimate product range contributions against budget targets.
5.2. Develop product range assessment checks and implement against budget targets. |

- 5.3. Maximise profit margins in negotiation with suppliers.
- 5.4. Determine pricing policies for services and products according to stated net profit margin in pharmacy merchandising plan.
- 5.5. Negotiate specifications for ***terms of trade***.

Required Skills and Knowledge

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

Required skills

- communication skills to:
 - negotiate with suppliers
 - inform staff of new products and services
- initiative and enterprise skills to:
 - identify opportunities to improve pharmacy sales and services
 - refer recommendations to the managing pharmacist where relevant
- learning skills to:
 - evaluate supplier claims
 - research and identify potential new products and services
- numeracy skills to:
 - calculate or estimate product range contributions against budget targets
 - check stock return figures and analyse against targets
 - identify display space requirements
 - maximise profit margins in negotiation with suppliers
- planning and organising skills to:
 - plan front-of-pharmacy product range
 - introduce new products and services
- problem-solving skills to:
 - consolidate stock to maximise sales potential
 - identify products to be deleted and take action to minimise adverse effects on profit
- technology skills to access and review stock records

Required knowledge

- current and potential use of available space for:
 - product category displays
 - service areas
- sales budget targets, including:
 - turnover
 - profit margin
- existing pharmacy product and service range
- existing and possible new suppliers
- pharmacy values and objectives that impact on product and service provision
- pharmacy stock system

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:

- analyse the potential market for a new product or service in a specific pharmacy business
- identify and delete non-performing products
- plan for and introduce new products and services
- use stock data to maximise turnover and profit
- negotiate with suppliers and monitor quality control.

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
- demonstrated over sufficient time to include handling of a range of contingencies
- demonstrated in a real or simulated pharmacy environment, which may include customer interruptions and involvement in other related activities normally expected in the pharmacy.

Assessment must ensure access to:

- a work team
- relevant documentation, such as:
 - current pricing information
 - merchandise range
 - space allocation data
 - visual merchandising plans.

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:

- case studies
- observation of the candidate in the workplace
- research report
- written or oral questions appropriate to the language and literacy level of the learner to test relevant underpinning knowledge
- review of portfolios of evidence and third-party

workplace 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.

Customer requirements may include:

- price
- quality
- range.

Market factors may include:

- local market demographics
- popularity of new and emerging products
- popularity of products with minimal environmental impact
- increased or reduced demand for some products and services.

Front-of-pharmacy product and service range may include:

- beauty products and services
- health-care support services
- Pharmacy Medicines (S2)
- unscheduled pharmacy medicines and products.

Supplier claims must include substantiated research, such as:

- clinical testing
- consumer or market research
- objective technical methods
- published and peer-reviewed outcomes
- sensory analysis by trained panels or by consumers.

Terms of trade may include:

- special buys
- payment terms
- promotional deals with suppliers
- partnership promotions.

Unit Sector(s)

Community Pharmacy

Competency field

Community Pharmacy Management