



BIZ RESOURCES

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COMMUNITY PHARMACY BUSINESS DEVELOPMENT & TRAINING MODULE

MODULE		DURATION	COST		
BUSINESS DEVELOPMENT MODULE					
CP BUSINESS MANAGEMENT					
1	CP Corporate Structure	1. Physical discussion (6 hrs x 2 session)	RM10,000		
	1.1 Type of organization				
	1.2 Organization Structure				
	1.3 Vision, Mission, Objective				
	1.4 Officer duties & responsibilities				
2	HR Management				
	2.1 Job description				
	2.2 Recruitment				
	2.2 Employment Act 1955				
	2.3 Salary & Benefit				
	2.4 Standard Operating Procedure (SOP)				
MARKETING STRATEGY					
1	Marketing Strategy			2. Online coaching (2 hrs x 12 session) **1 session/week	
	1.1 Branding				
	1.2 Demographic study				
	1.3 Target Customer				
	1.4 Product range				
	1.5 Marketing structure				
	1.6 Pricing				
	1.7 Services				
	1.8 Location				
	1.9 Outlet Image				
2	Promotion				
	2.1 Promotion activity				
	2.2 Online marketing				
FINANCIAL MANAGEMENT					
1	Account Management				
2	Break Even Analysis				
3	Profit Margin				
4	Pricing Strategy				
5	P & L Analysis				
6	Budgeting				
7	Cash flow proforma				
8	P & L proforma				
10	Customer Analysis				
MODULE 7 :					
1	Communication skills				
2	Customer Service				
TOTAL COST			RM10,000		