



BIZ RESOURCES

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COMMUNITY PHARMACY BUSINESS DEVELOPMENT & TRAINING MODULE

MODULE		DURATION
BUSINESS DEVELOPMENT MODULE		
MODULE 1: COMMUNITY PHARMACY INDUSTRY		
1	Introduction to CP Business	8 hours/session
2	CP Practices	
3	CP Services & Challenges	
4	Rules & Regulation	
	4.1 Poison Act 52	
	4.2 Rx Registration	
	4.3 Local Authorities	
5	Estimated Cost for CP Business Development	
MODULE 2 : CP BUSINESS MANAGEMENT		
1	CP Corporate Structure	8 hours/session
	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)	
MODULE 3 : MARKETING STRATEGY		
1	Marketing Strategy	8 hours/session
	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	4 hours / session
	2.1 Promotion activity	
	2.2 Online marketing	

MODULE 4 : FINANCIAL MANAGEMENT		
1	Account Management	6 hours per session (2 session)
2	Break Even Analysis	
3	Profit Margin	
4	Pricing Strategy	
5	P & L Analysis	
6	Budgeting	
7	Cash flow proforma	
8	P & L proforma	
9	Customer Analysis	
MODULE 5 : SUPPORT SYSTEM		
1	IT Support System	6 hours per session (2 session)
	1.1 POS System	
	1.2 Inventory system	
	1.3 Accounting system	
	1.4 HR Management	
MODULE 6 : BMC / PROJECT PAPER		8 hours per session (min. 2 session)
MODULE 7 :		
1	Communication skills	6 hours / session
2	Customer Service	