



IPU Business Training Academy

Merchandising – Category Planning – Stock Management

The IPU and PMM have teamed up to provide a one-day interactive workshop for you and your staff.

Course content:

- Principles & Best Examples of Store Merchandising
- Design & Store Lay-Out Plans & Traffic Management
- Talking Front Windows – KEY Messages & Graphics
- Maximising Sales Potential – Gondola Ends & Counter Space
- Link Selling, Special Offers & Stock Clearance
- In-Store POS & Visual Support – Price Ticketing
- Category Planning – Review of Retail Pharmacy Categories
- Category Flow Charts – Signage & Flow from Entrance to Exit
- Seasonal Lines – Forward Planning & Projected Volumes
- Stock Analysis – Non Moving-Slow Moving-Fast Moving Lines
- Review & Analysis of Suppliers – Terms of Engagement & Negotiating
- Principles of Good Buying – Dealing/Handling Sales Reps – Best Deals
- Stock Ageing & Stock Turn Analysis – Using Information to Benefit
- Setting Stock Parameters in line with Sales History
- Managing Staff Responsibilities & Ownership in Stock Category Management

Who should attend?

- Pharmacy Owners/Retail Managers/Supervisors, Senior Retail Counter Staff

Date	Location	Time	X
15 October	Butterfield House Rathfarnham Dublin	9.30am – 5pm	
22 October	Rochestown Park Hotel Cork	9.30am – 5pm	
27 October	Claregalway Hotel Galway	9.30am – 5pm	

Cost of workshop:

IPU Member Pharmacy €195 per attendee

Non IPU Member Pharmacy €395 per attendee

Cost includes.

- Marketing Manual, Course Key Notes & Action Planner
- Pharmacy Best Practice Examples & Marketing Material
- Morning & Afternoon Refreshments & Light Lunch

Max 15 attendees.

Places will be allocated on a first come, first served, basis.

Payment: Cheque Credit/Debit Card

Cheques payable to IPU Services Ltd

Card Number

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------

Expiry date

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------	----------------------

CCV

<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------

Name(s): _____

Pharmacy: _____

Contact No: _____

**Please return to Darren Kelly in Butterfield House on
Fax 01 493 6407 or Darren.kelly@ipu.ie.**