

Efficient Monthly Price Updates & Promotions

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Introduction

1.1 Context

The objective for this policy is to set the process in place for dealing with monthly price changes in the pharmacy and implementing monthly promotions.

1.2 Purpose

This policy is to ensure consistency across the network in implementing monthly price changes and promotions.

1.3 Scope

This policy applies to all team members in all of the pharmacies in the Allcare Network.

SEL Price Update Procedure

2.1 Explanation

The prices of products constantly change in line with a changing market and current trends. Price changes generally come from the suppliers. When we are informed of price changes the prices get amended on the main price file at the support office. These price changes are then fed down to all the pharmacies. It is vital that all pharmacies are up to date on price changes. If we are not we risk losing margin across multiple different categories.

2.2 Schedule

The majority of price changes will now be implemented on a regular monthly date. The date has been selected to avoid the very busy end of month / beginning of month period.

This date will be the:

3rd Tuesday of every month – Price file will be updated at the Support Office

3rd Wednesday of every month – New SEL labels must be printed for any products with a price update and displayed in place of the old labels

(Occasional price updates will occur on a daily basis. Please continue to check this daily. You can ignore make-up updates as they are not SEL labelled. We will notify you from the support office if there is anything which requires urgent attention).

2.3 Compliance

All SEL's should be fully updated in the pharmacy by the 3rd Friday of the month giving you 3 days to complete this. Full compliance is expected.

If the SEL's are not updated you run the risk of losing money for your pharmacy.

All instructions for completing this task are included at the back of this document.

2.4 National Consumer Agency

The national consumer agency which is in place to protect consumers complete regular spot checks across the retail sector. Where SEL prices do not match the product on the shelf or if the prices are incorrect the business is open to a €300 fine per incorrect SEL.

Monthly Promotions Procedure

3.1 Explanation

Promotions occur on a monthly basis and allow us to offer value to our customers. They drive footfall and loyalty in our pharmacies. When the promotions occur consistently the customer begins to look for what we have on offer on a monthly basis.

To allow us to run promotions the buying team have to work out deals with our suppliers to allow us to buy smarter and therefore pass the savings onto the customer.

In light of this it is vital that all pharmacies promote our special offers to their customers. The more sales we have the better deals we can negotiate with suppliers and most importantly we secure our margin.

Sometimes a customer doesn't always see the value message. Always point this out to the customer. They will more often than not thank you for it. This is good customer service.

3.2 Schedule

Promotions will now be implemented on a regular monthly date. The date has been selected so that the promotion is set up during the quieter period of the month but in place during the busiest time of the month when you have the most footfall and opportunity for sales.

All promotions must be in situ and ready for opening of business on the:

4th Tuesday of Every Month

All pharmacies will receive the required stock and point of sale (POS) material such as posters etc. from the third week to allow all pharmacies the time to prepare everything in time for opening on the Tuesday (of the following week).

By the 4th Monday of every month at close of business:

- All fresh POS material should be in place including stickering of products etc. if required.
- All stock should be merchandised as directed
- New SEL's should be printed out first thing that Tuesday morning (start day of promotions – when prices go live) and placed in the correct sections
- If you have not received your POS material by the close of business on the third Friday of the month then email the marketing manager Siobhan Flynn at sflynn@allcaresupport.ie as a matter of urgency

- If you are running out of stickers then contact Siobhan. Do not wait until you completely run out.

3.3 Compliance

Full compliance is expected in this area.

All monthly promotions must be in situ and fully ready for the opening of business on the 4th Tuesday of every month.

SEL Price Update Procedure – Instructions are in a separate document