

You are invited to attend

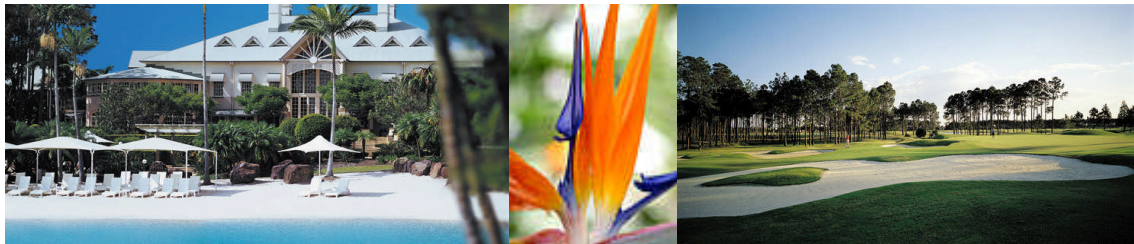
Essential Pharmacy Financial Management



our next workshop will be at

Hyatt Regency Sanctuary Cove

Gold Coast 20-22nd March 2012.



Financial Skills for Life

Presented by Geoff Perry



TAKEAWAY PROFIT



“Building better pharmacies since 1984”

Comments from recent Participants ...

"As a second-time attendee this has given me the enthusiasm to go back and tackle the Front-of-Shop and make it profitable. The Bizshed tools will enable me to show my staff their budgets and what we can do to improve the business"

Gordon Sloan – Heathcote Pharmacy

"Very worth-while & presented in an informative & interactive manner. Excellent Bizshed tools to take away & apply".

Felicity Roberts – Naracoorte SA

"The workshop is essential and a definite tool for anyone that is looking into the business side of pharmacy. You will definitely save many years on trial and error. Contents useful, presented excellently, fun easy to understand"

Philip Tsai – Ron Davis Pharmacy

"A great course to enrol in if intending or thinking of buying into a business especially in regards to cashflow planning and management. I found the content extremely useful & presentation style fun and entertaining. Thanks Geoff!"

Matthew Will – Kingsmeadow Capital Chemist

"Geoff's knowledge & understanding of Pharmacy is outstanding. Examples & illustrations were always relevant & interesting. I would recommend this to all pharmacists".

Matt Edwards - Johnston-Rorke

"I have been wanting to come to this course for a long time and kept putting it off. It didn't disappoint."

Catherine Bronger – John Bronger Chemistworks

"The workshop was hugely beneficial towards my understanding of the financial side of my business. It also gave me the tools to analyse in detail my categories and develop ways to improve their performance."

Emma Neilson – Mt Isa Pharmacy First

"Could not be happier, the rest is up to me. The tools will empower me to increase control and direction of our business."

Simon Targett – Targett Pharmacy

"Inspirational course to optimise success in the pharmacy."

Christian Hernandez - Salamander Bay Amcal

"With no training in financial management I found this course extremely engaging and eye-opening. Am looking forward to applying these new skills to my workplace".

Samuel Pankhurst - Newstead Capital Chemist

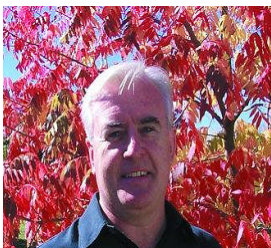
**Over 2,000 Pharmacists, Managers & Advisors
have attended this course.**

BENEFITS TO YOU...

- **Save yourself years of learning by 'trial and error'.**
- Benefit from the proven strategies that have delivered our past participants outstanding results and saved them many pitfalls.
- This is **suitable for any level**. We have been helping new and experienced pharmacists build their wealth and management skills for 25 years.
- Obtain dozens of practical, simple ways to boost your sales, profit and cashflow. Leave with a tool to do your **category management**.
- We will show you how to **diagnose & plan your pharmacy correctly**. We have helped many pharmacists turn-around their poor performing stores.
- Identify how to build a **high-profit pharmacy** and lift your business value.
- Understand the business better and enjoy your professional commitments.
- Receive a confidential personalised benchmark report (Case studies available for employed managers).
- Apply the strategies **directly to your pharmacy**. Receive confidential one-on-one analysis.
- Gain up to **54 CPD Group 2 credits** plus points for pre-course work, more than **your yearly requirement**.
- Leave with simple but powerful **software tools** you can use in-store immediately.



Your Workshop Presenter



Geoff Perry – Managing Director B Fin Admin FCPA, AFACP

Geoff has been training & consulting to pharmacy since 1984. Over 25 years he has built this course to be a highly respected & leading course for pharmacy. He has helped developed industry measures and benchmarks that are now standard use in pharmacy. He has been involved with many pharmacy groups and enjoys consulting to individual pharmacies on financial improvement, valuation and planning. He is engaged by firms at Board level and is noted for his ability to present practical material in a "cut-through" and enjoyable manner.

Workshop Programme

Tuesday 8.30 – 5.30pm

Welcome/Introduction

Characteristics of excellent pharmacies

How to understand Financial Statements

Accounting for non-accountants

Clearing the accounting haze

How profit and cash aren't the same thing

Putting it all Together

Set-up a pharmacy from scratch

What profit did you make?

What's your cashflow?

What's your trend and return on capital?

Looking at key indicators on the total business

How to Diagnose and Compare Your Pharmacy

Work on a case-study or your own figures

Confidentially compare your pharmacy to our industry benchmarks for average and high-profit performers.

Learn the essential indicators to check Profitability, Mix, Productivity, Cashflow in Dispensary and Front-of-Shop

How to tell if your pharmacy is moving into 'cash-stress' before a 'cash-crisis' and what to do.

How do you compare to similar or top profit Pharmacies?

Learn how to truly diagnose your business.

Key warning signs and correct action to take

Wednesday – 8.30am – 5.30pm

Lifting Your 'Pharmacy-Fitness' in Sales, Profit and Cashflow.

Know *how to calculate your real cashflow-breakeven* and allow for loans correctly.

Multiple strategies to lift your Sales and Gross Profit.

Tips on Sales Mix, Margins, Pricing,

Breakeven and Merchandising.

How to reduce shrinkage and improve buying.

What are other pharmacies doing?

Monthly key indicators and what to look for.

Strategies to 'Boost' Your Productivity

Key indicators for staffing levels and productivity

How to measure the 'Inputs' – learn the sales-profit-productivity multiplier.

Great little techniques for educating staff.

What do top profit pharmacies achieve and how to they do it?

Special Early Bird fee- save \$440.00 – pay by 24th February 2012.

Thursday – 8.30am – 5.30pm

Category Analysis: Muscle, Fat or Cancer?

Calculate key indicators for stock levels and return.

3 steps to calculate how much to purchase.

What is GMROI and GMROS? How you use them.

How to bring the indicators together to maximise return on stock,

space and staff. Where is your 'Muscle', 'Fat' or 'Cancer'? *Takeaway Tool to set your category targets.*

Useful marketing ideas to lift marginal departments.

Great tool to work with your retail-staff.

Model and Drive Your Pharmacy's Profit and Cashflow

'Bottom-up' budgeting – how to do it

Setting monthly category sales, purchases, gross margins, expenses, cashflow, stocklevels and profit all with the click of a button

Cashflow planning – how to do it simply with Bizshed-Bud.

Allowing for tax, loans and capital items

Leave with a model to assist with loan or capital payback and tax planning

Valuing Your Pharmacy & Partnerships

For buying or selling

Step-by-step approach

Contentious issues you need to look out for

Key 'Tests' you must apply

Part buy-out or buy-in.

Managing partnerships and issues for your agreements

Setting a Business-Management Cycle and Action Planning

Putting it all together for when you go home

Review your 'Strategic-Role'

Applying a 90-day key indicator kit

Leave with a clear model and action plan

"My third workshop with Geoff. The best workshop for new graduates and managers, built the foundation for me to own multiple stores." Francis Fong, Bentleigh



Accreditation Number: A1203FMRC

This activity has been accredited by the Australian College of Pharmacy for 24 group 2 CPD credits and 15 group 1 CPD credits (participants successfully completing additional assessment can convert the 15 group 1 CPD credits into 30 group 2 CPD credits). Successful completion of additional assignment work can attract a further 9 group 3 CPD credits.

'Under the auspices of the Australian Pharmacy Council the Australian College of Pharmacy may accredit continuing professional development for pharmacists that is eligible to be used as supporting evidence of continuing competence.'

Managing for Profit, Growth and Fun.

Registration Form



Essential Pharmacy Financial Management

Presented by Geoff Perry

FMRC Business Development Pty Ltd

Gold Coast 20 – 22nd March 2012

Venue: Hyatt Regency Sanctuary Cove

Manor Circle Sanctuary Cove Resort ,
Gold Coast, Queensland, Australia 4212

Tel: +61 7 5530 1234 Fax: +61 7 5577 8234

Email: sanctuarycove.regency@hyatt.com Details sent on registration.

Participants Preferred First Name and Surname:

1. _____ 2. _____
3. _____ 4. _____

Pharmacy: _____

Address: _____

Town: _____ State: _____ Post Code: _____

Phone: _____ Mobile _____

Email: _____

Total Workshop Fee & Workshop Materials: \$2,640.00 per participant (GST Incl.)

Includes: complete workshop manual, confidential Benchmark report, Category Analysis tool, Bizshed Toolbox & Bizshed Budgeting tools, morning, afternoon teas and lunch. (Over \$1,000 in materials).

Accommodation: Special conference rate of \$200 per night (\$218 double) for King Room includes breakfast. Please arrange directly with the hotel. **Stay 3 nights either-side at special rate.**

FMRC Business Development Pty Ltd reserves the right to cancel workshops if insufficient registrations are received. A non-refundable deposit of \$550.00 is required to secure your booking. This will be refunded if we cancel the course.

EARLY BIRD FEE – \$2,200 - Pay by 24th Feb 2012. Save \$440

10% Past Client or Group SPECIAL - 4 people from the same pharmacy or in group-booking can attend at \$2,376 each.

Email or Fax to reserve your place to FMRC Business Development Pty Ltd ABN: 40 082 868 200

**Please scan and email to Geoff Perry fmrc2350@bigpond.com
or send in by FAX: 02 6775 1279**

We will then confirm and email an invoice for the deposit and fee with workshop-kit.

Visit our website: www.fmrcbusdev.com.au or call me on 0417 226 698

To secure your place(s), email, fax or mail this enrolment form:

Email: fmrc2350@bigpond.com
Fax: (02) 6775 1279
Tel: 0417 226 698

Address: FMRC Bus. Dev.
58 Knobs Rd
ARMIDALE NSW 2350



“The most practical, demystifying course I have been to” **Megan Kelly – Kiama Pharmacy**