

# WEBINAR: How to Start a Drugstore Business



## Overview

The Philippine market for pharmaceuticals is 110 billion pesos and since medicine is one of our basic needs, drugstores will always have sales despite the economic crisis. The seminar takes a practical approach and you will learn many trade secrets you would not find in books.

## Objectives

- to teach the legal requirements for opening a drugstore
- to show how to get a good location for a drugstore
- to explain the key functions of merchandise selection, sourcing, pricing and ordering
- to teach how to operate a pharmacy profitably

## Who Should Participate

- Any person who wants to go into the drugstore business

## Key Topics

- I. Overview of the drugstore business.
- II. Registration requirements.
- III. The functions of the Pharmacist.
- IV. Success stories.
- V. Buying a Franchise or starting a Pharmacy yourself.
- VI. Required capitalization for Generic drugstores, Full line stores, Counter type, and Self-service type operations.
- VII. Finding the best location.
- VIII. Inventory control for a Pharmacy.
- IX. POS (Point of Sale) system.
- X. The different types of Suppliers: Traders, Wholesalers, Distributors, and Principals. How to choose the lowest and best source of inventory.
- XI. Pharmacy Personnel.
- XII. Pricing Strategy and tactics.
- XIII. Current legal issues. Coping with Senior Citizens Law and other legislated discounts.
- XIV. Innovative Marketing and promotion.
- XV. Errors of those who failed in the business.
- XVI. How to control internal theft.
- XVII. Key success factors. Planning for the future.

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## Duration

- 3 hours

## Webinar Fee

- Php 1,750.00 per participant (inclusive of e-Handouts and e-Certificate) to be paid at least 3 banking days before the event

## Requirements

- Mobile phone, tablet, computer or laptop
- Download free ZOOM app
- Internet connection
- Good audio connection

## Reservation

- Please call to register (0915.205.0133|0908.342.3162 | 0933.584.7266| (02) 8.727.5628) or use the registration form below. Kindly fill-out and email to [businesscoachphil@gmail.com](mailto:businesscoachphil@gmail.com). You will receive a confirmation within 48 hours.

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