



Working for you, working with you

In today's world, being a pharmacy owner/manager can be a daunting task. When you purchase a pharmacy, you suddenly have to become proficient in, not just your chosen career, but in many other areas including employment law, health and safety, business regulations, accounting and sales, to list just a few. With no formal business training, it can be a daunting task to try and get all your "ducks in a row".



In this article, the IPU Business Department outlines the services that it can offer to help IPU members, not only in your pharmacy business, but also with some great added value benefits such as home, car, travel and life insurance; cheaper utility costs; discounts on travel at home and abroad; merchant services; and many more.

Who makes up the Business Department?

So who is in the IPU Business Department? We offer members a wealth of business, management and retail experience. **Jim Curran**, Director of Communications & Strategy, IPU, has over 25 years' experience in the small to medium sized business sector. Jim has vast experience in the many business issues affecting independent businesses, such as pharmacies.

Darren Kelly, Business Development Manager, IPU, has over 17 years' experience in the grocery retail sector and over 10 years in pharmacy. Darren has a great deal of experience in store merchandising, operations, planning, layouts and staff training.

Joyce Mulpeter, Member Relationship Manager, IPU, is the newest member of the team. Joyce has over 30 years' experience in the retail

pharmacy sector. Joyce's role is to visit all members to keep them updated on current issues, assist them in utilising Pharmacy Watch information from hmR Ireland and ensure that they get the most from their IPU membership.

What can we do for you?

Business advice

With over 70 years' combined business experience, Jim, Darren and Joyce can offer you free impartial advice and information on a range of business issues. They have negotiated contracts with a range of business service providers so that they can direct you to a relevant consultant or service provider for discounted rates.

Updates on business regulations

The Business Department keeps members up to date on any modifications to relevant regulations and informs them of any amendments or new legislation that may have been enacted that may affect their business.

Business representation

The Business Department continues to strive to provide additional services to IPU members and we are represented on a number of business forums such as the Retail Consultation Forum, Retail and Digital

Skills Working Group and the National Strategic Forum on Retail Crime.

Retail reviews

Front of pharmacy is now a very important element within the pharmacy sector and the IPU Business Department has the retail experience to help you to maximise your front of pharmacy sales. The Business Department offers a one-day retail review of your pharmacy at a highly discounted rate, to help you to promote and develop your retail offering. If you are thinking of revamping, refitting or just thinking about freshening up your offering, you can give the Business Department a call for advice on all these issues.

If you want to carry out a business health check on your pharmacy, the Business Audit Tool on the IPU website will help you to identify areas that may need attention. This self-audit tool was developed in conjunction with

a practising pharmacy owner, so the questions and answers are relevant to all pharmacy owners. It will enable you to see the areas that you need to zone in on to ensure that you are maximising the return on your business. You can access the tool on www.ipu.ie > Business.

Business training

Training and upskilling are vital in every business and the IPU Business Academy, along with the IPU Training Unit, has developed a range of business training programmes for owners, managers and staff including programmes in Leadership & Management, Digital Marketing, Retail Selling Skills, Customer Service, Merchandising and much more. All of these programmes are available to IPU members and their staff. Details of all of the training courses available are on the IPU website, www.ipu.ie > Training & Events.

Value-added benefits

We also negotiate discounts for IPU members on a range of services with external suppliers, which can produce real savings and advantages for you; energy bills, medical devices and home insurance are just some of the offers that are available to members. We have recently launched our IPU Group Life Insurance product where you and your staff can receive €100,000 death benefit cover for as little as €10 per month.

As a paid-up member of the IPU, you can avail of a range of discounts on travel, shopping, dining out, health and fitness and a host of other services, in conjunction with Countdown, on www.countdown.ie/ipu. Members who have availed of some of these schemes have achieved major savings. Many of the non-business schemes are available to pharmacy staff. All of these offerings are available on the Business section of the IPU website under the Suppliers tab.

The IPU Business Department is here to work for you and to work with you. Our only agenda is to help you in your business.

How to contact/ access the IPU Business Department

There are a number of ways that you can contact us here in the IPU Business Department:

- Business Helpline: 01 406 1558;
- Email: jim.curran@ipu.ie or darren.kelly@ipu.ie; and
- IPU Website: Members can log in to www.ipu.ie and click on the Business tab.

If you have any business issues that you would like to get some advice or information on, please don't hesitate to contact us in Butterfield House.