



# Pharm-a-care gains significant benefits from Trade Promotion Management (TPM) solution

Pharm-a-care Laboratories Pty Ltd is an Australian owned Health, Beauty & Pharmaceuticals business selling more than 500 products to Australians through a national sales force calling on more than 4200 pharmacies, Department and Variety stores, as well as more than 1000 supermarket outlets.

Pharm-a-care products can also be found in Health Food stores and Nail Care salons. Since it began operation in 1985, Pharm-a-care Laboratories have assembled an impressive range of products.

Pharm-a-care provide the timely delivery of innovative products that service the Over- The-Counter pharmaceutical market, the Health and Beauty market and the Natural Healthcare and Vitamin Supplement markets. Pharm-a-care took a decision in July 2005 to implement the Promax TPM solution to facilitate increased visibility and

measurement of the returns from their promotions. The continued growth of the Pharmcare business placed enormous pressures on their ability to provide a timely, accurate summary of their Trade Spend position both current and future. The ability to access an integrated TPM system with live accurate reporting was critical to their future plans.

'We have completed the integration of the Promax system into our total trade promotional strategy. This now provides us with the financial & planning capability, forecasting of our future financial position, an accurate summary of the month end accruals, and a regular overview of current positioning' said John Donlan, General Manager Grocery Division and Project Sponsor. 'The benefits we are gaining from the system are significant. Promax TPM has empowered the Account Managers with far greater visibility of their promotional plans and given greater visibility to the entire business of the financial position related to trade spend and expected return from our promotions. We now have

the ability to alter promotional programs in a timely fashion to align with our internal and external strategies' said Mr Donlan.

'Whilst we had our share of system implementation difficulties one of the major hurdles was the changeover from old system to new. We elected to run our old systems in parallel whilst commissioning Promax. This presented a challenge to keep both old and new systems updated but it gave us added confidence in the outcomes from the Promax system' Donlan said.

Pharmacare have completed the rollout of the Promax suite. 'We see this is a continuous improvement process and we are keen to leverage the knowledge that the team at Promax has in the area of trade spend and promotional planning. We will be investing in additional training and looking

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# PROMAX

forward to continued learning's of the system to improve our knowledge and results. A more concentrated approach to the analysis of the effectiveness of individual promotions is planned along with a review of the trade spend tracking requirements of other Pharmacare divisions where we see potential to roll Promax out' said Mr Donlan.

## About Pharm-a-care

Since it began operation in 1985, Pharm-a-care Laboratories have assembled, through internal development and acquisition, an impressive range of products. Their expertise is in the timely delivery of innovative products that service the Over-The-Counter pharmaceutical market, the Health and Beauty market and the Natural Healthcare and Vitamin Supplement markets.

Pharm-a-care is an Australian owned business selling more than 500 products to Australians through a national sales force calling on more than 4200 pharmacies, Department and Variety stores, as well as more than 1000 supermarket outlets.

Our products can also be found in Health Food stores and Nail Care salons. They are very proud to support and supply the Armed Forces, Health Departments and hospitals across the country.

For more information on Pharm-a-care visit [www.pharmacare.com.au](http://www.pharmacare.com.au)

