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Used Worldwide In More Than 3000 Sites

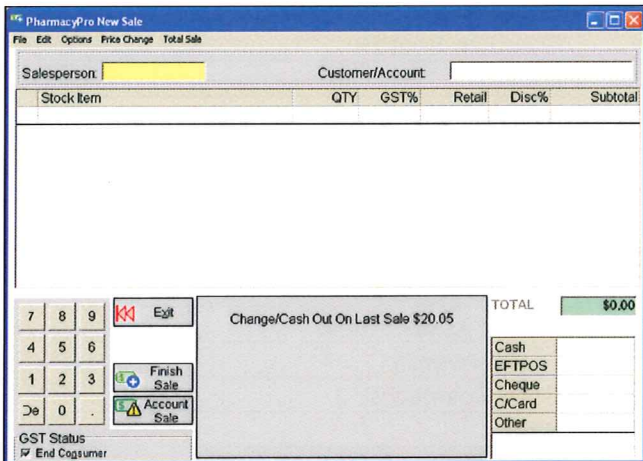
Welcome to New Users

A very warm welcome to this month's new PharmacyPro customers. We're delighted to have you join us.

New to PharmacyPro this Month

POS

When the option "Show New Sale Screen as Default" is switched on and there is (cash) change to be given, the change amount is shown on the 'New Sale' screen.

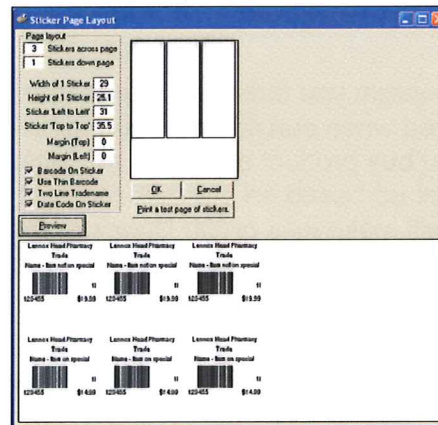


Items on special are now highlighted with a green sale box, and gift items are highlighted with a picture of a present.



Price Stickers and Shelf Labels

A Preview button has been added so stickers can be previewed on screen before doing a test print. The 1st row will show an example of an item not on special and the 2nd row will show an example of an item on special.

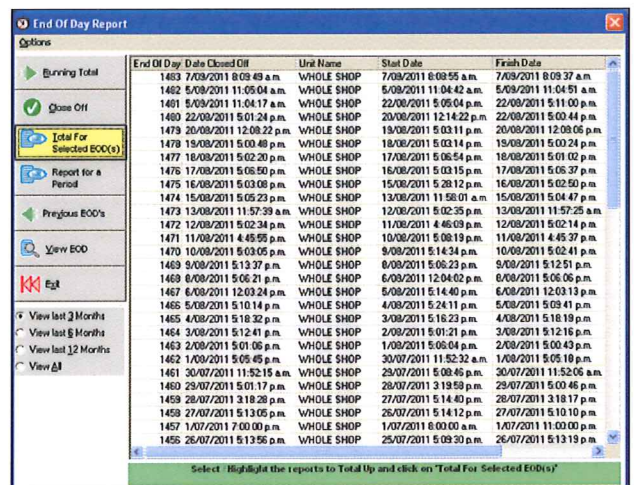


A note has been added on the shelf label layout screen to explain how to print the special price and normal price on a shelf label.

End of Day Report

There is now a help note below the main screen advising how to do a total of selected end of days.

Select either 3 months (default), 6 months, 12 months or all End of Days to choose how much history shows on the list (can total up end of days for periods longer than 3 months).



Margin & Mark Up: Do You Know the Difference?

Knowing When to Look at Margin or Mark Up Can Have a Big Effect on Profit.

To simply define the two, margin is based on the resale price, while mark-up is based upon the cost. Example: If you buy an item for \$10 and sell it for \$15 your mark up is 50% ($5/10 \times 100$), while your margin is 33.33% ($5/15 \times 100$).

Margin

The dollar margin you make is important and is easily ignored when considering a promotion price. If you buy product on a deal and simply apply a mark up based on the reduced cost price, you will make less profit. Consider the actual margin you want to make so you are not worse off.

Mark Up

A markup is the percentage of the cost price you apply to get the selling price.

So, a 25% margin means a larger profit than 25% mark up because mark up is calculated before your overheads and other costs are paid, whereas margin is calculated as pure profit after your overheads and other costs are paid.

Use the *PharmacyPro* Product Group Report regularly to monitor your mark up and gross margin percentages. If it is less than you expect, there is excessive discounting or you have a number of under-priced items. Both these scenarios should be looked into quickly.

Supplier Update

The following files have been updated in *PharmacyPro* this month.

As other suppliers send files during the month they will be available within *PharmacyPro*. From the *PharmacyPro* Start Menu go to Tools, Update, Download Supplier Files.

Almay
Amcal Oct TPR POS
Amcal Sept 22 POS B+F
BB
Blackmores & Prof
Bourjois
Central Health
Concept Catalogue (Pharmacy Choice)
Coral Colours Xmas
Covergirl
Dean Garbutt
Elite
Gibson Eyewear
Guardian Oct TPR POS
Guardian Sept 29
Loreal
Max Factor
Nadglan
Osk. O Eyewear
Pfizer
Revlon Cosmetics
Revlon Fragrance
Revlon Xmas Promo
Sanofi Aventis
Satin Cosmetics
She
SP10, SPx1, SPx2
SSS Sept 26 POS B+F
TE Marketing
Ulta

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