



## **AN INTRODUCTION**

### **1. BROKERAGE SERVICE**

We operate in Pharmacy and Priceline Retail, catering for companies not wishing to employ their own field force and who are willing to share with a number of other non-competitive companies.

Our coverage, frequency of call and charges, all combine to offer a very cost-efficient service. We perform the role as client's representative, our functions include order taking, merchandising, training and planogramming.

Our three divisions offer full service on O.T.C.'s, we also conduct sell-ins on ethical lines and help combat generics by working in conjunction with clients' ethical field-force.

### **2. MERCHANDISING SERVICE**

We offer a metropolitan-based merchandising service for both Pharmacy and Priceline Retail, comprising 7 part-time merchandisers. Nationally, our 35 representatives are also available for metropolitan and country merchandising projects.

### **3. FAX & EMAILING SERVICE**

Using our database comprising over 5,900 pharmacies nationally, we offer a completely electronic system. Web-based output, 1,000 telephone lines, with all return orders scanned electronically, processed straight into wholesalers' computers electronically, fully automated results analysis showing by state strike rate, value of orders, sales by SKU.

### **4. HISTORY**

Pharmabroker was established in December 1979 by the current owner and Managing Director, Stewart Bowen. Stewart held senior positions in marketing with Johnson & Johnson as a Product Manager, Ciba Geigy – Product Manager and Revlon Toiletries - Marketing Manager.

General Manager, Geoff Lovell – joined Pharmabroker in 2009. He is an Economics/Law Graduate. Geoff has held national sales roles for GSK, Wella, Schwarzkopf and PZ Cussons.

The company now operates with three separate selling teams, employs 70 staff nationally and is responsible for sales in excess of \$200 million per annum.

### **5. STAFFING**

Our staffing includes managers, administrators, merchandisers, and representatives; we operate with three sales brokerage divisions, each comprising 12 representatives.

Many of our staff have been with us over 10 years and include a mix of females and males, many with tertiary qualifications others with years of experience in the pharmaceutical industry. Organisational chart is included.

## **6. BROKERAGE COVERAGE**

There are now just on 5,900 pharmacies in Australia and we call on 3,000 of these a minimum of 6 times per year, in each division with major accounts called on monthly for metro and eight weekly for regional.

We grade our doors 'A' these are weekly calls, 'B' two weekly, 'C' four weekly, 'D' eight weekly and 'E' is exempt from a call because they are too small. All marketing groups are called on to ensure co-op activities are maximised.

## **7. ADMINISTRATION**

We use the computer system 'REPTOS'. All representatives transmit orders using iPads and this data is captured for various statistical analyses including weekly sales, by rep, by product, by state and shows percentage contribution, all orders are transmitted electronically to wholesalers daily.

## **8. PROMOTIONAL PLANS**

Based on guidelines given by the client we will plan and implement a full year's promotional program for wholesalers, marketing groups and state-based independents.

## **9. WHOLESALE SERVICING**

We can take this role, or the client can maintain, or we work in conjunction. We will negotiate; ranging, margins, pricing, conduct business reviews, book wholesaler pages and control any other matters relating to these accounts. We have three key account managers servicing each wholesaler/marketing group.

## **10. EXTRANET**

We provide a Pharmabroker to client exclusive secure website containing sales, share and market data which is updated monthly.

## **11. CLIENT SUPPORT**

We expect our clients to provide selling aids for the representatives, infield training and supervision (where possible), sales budgets, share data, co-op and deal guidelines, end of month wholesaler results and incentives for our representatives.

## **12. REVIEW MEETINGS**

Our Sales Managers visit Sydney or Melbourne quarterly for business reviews either in person or via video conferencing with each client to discuss sales results, problems/opportunities, and future direction. These reviews usually last 2 – 3 hours.

## **13. COSTS**

Our brokerage fees on OTC's range from 7% - 12.5% of invoiced sales to wholesalers. The fee is negotiable and based on the following criteria: length of range, complexity of product knowledge, position in market i.e. No. 1 or No. 10, time taken in-store, distribution etc. etc.

Fees for ethicals can either be a fee per call or percentage of sales, merchandising drives are by negotiation. The agreement is for 12 months to be reviewed and hopefully renewed.



## **BROKERAGE CLIENTS**

### **PHARMABROKER SALES DIVISION (PBS)**

**EST.**

LifeStyles	Condoms, Lubricant, SKYN	1983
Energizer	Batteries	1984
Asaleo Care Australia Pty Ltd	Libra Feminine Protection, Tena Incontinence	1986
Edgewell	Banana Boat, Hawaiian Tropic, Schick, Wet Ones	1995
M.D.I	Breath-A-Tech Asthma	2015
Juno Laboratories	Bushman Insect Repellent, Itchfix, Tangle Teezer	2018
	Rescue Remedy, Spatone, Rescue Night	
Skin Nutrient	Skin Masks, Sanitisers	2020
Mentholatum	Alpha Keri, Deep Heat, Laxettes	2021
Australian Health Vitality	IsoWhey, Celebrity Slim	2021

### **PHARMABROKER PROPRIETARY PRODUCTS DIVISION (3P)**

Colgate-Palmolive	Oral Care, Personal Care	2000
Biccari	Carmex Lip Balm	2012
Combe	Just for Men, Restoria, Grecian, Seabond, Vagisil	2012
Nice Pak	Baby U, Crampeze, Dermal Therapy, Hedrin, Infacol	2013
	Isocol, Multi-Mam/Multi-Gyn, Sudocrem, Milton, Flexiseq, Gaia	
Simply Good Foods	Atkins Nutritional Bars & Drinks	2016
Melrose Health	Health Supplements, Nu-Lax	2020
Trilogy	Natural Skin Care	2021

### **PHARMABROKER CONSUMER DIVISION (PBC)**

NeilMed	Sinus Rinse Range	2012
Nuhev	Oli 6 Goats Milk Baby Formula	2016
Perrigo	Nicotinell, OsteoEze, Bronchodual, Herron, Wartner	2017
	Tiger Balm	
Seqirus (C.S.L)	Nervoderm - nerve pain relief, Cationorm & Ikervis – Dry Eye	2017
Bausch + Lomb	Re-Nu, Boston, EasySept, Biotrue	2018
LaCorium Baby	Little Bodies Baby Care	2018
Actor Pharmaceuticals	Prunelax	2018
Erskine Oral Care	Piksters Oral Care	2019
3M	Nexcare, Futuro	2019

