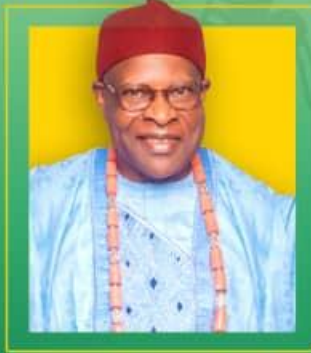




The Association of Community Pharmacists of Nigeria
Delta State Chapter

ONE-DAY CONFERENCE 2023

CHAIRMAN OF
OCCASION:



Pharm.
PAUL OSOGBE ENBELI
FPSN FNAPHARM

SPECIAL GUEST
OF HONOUR:



Pharm. (Prof.)
CYRIL USIFOH
FPSN
PSN PRESIDENT

CHIEF HOST:



Pharm.
ADEWALE OLADIGBOLU
FPSN
ACPN, NATIONAL CHAIRMAN

KEYNOTE SPEAKER:



Pharm.
ADESHINA OPANUBI
PROJECT CATALYST
PHARMALLIANCE

THEME:

FINANCIAL INTELLIGENCE

FOR SURVIVAL & GROWTH IN
COMMUNITY PHARMACY

- | Keynote Address
- | Plenary Session
- | Company Presentations
- | Drug Exhibition

PLENARY SPEAKER:



Dr.
DAVE ADJE
FPSN

HOST:



Pharm.
FREEBORN OKPEGWA
DCPHARM
ACPN DELTA STATE CHAIRMAN



For supplies and enquiries 09166560694



ARE YOU IN BUSINESS OR BUSYNESS?



Are you in

Business

or

Busyness?



Moxie
Paracetamol



**Pain relief
with
peace of mind**

First of all.....



INTRODUCTION!



Lead Consultant ,
Shyne and Chloe Limited

Project Catalyst, Pharmalliance

Retail Experience

- 2 months Vacation holiday job at Deyo Pharmacy
- 7 months pre-internship gig at Jaykay Pharmacy



Total hands-on retail experience I have about 9 months



Since then.....

- Pharmalliance
- The Panel
- Moxie
- Flourish Retail Magazine
- PSN Pharmagateway
- Pharmacademy



OUR NETWORK



N.B I will refer copiously to this group

Home > Community Pharmacy > DiversifyRx Partners Pharmalliance to Build Retail Pharmacists' Capacity

Community Pharmacy

DiversifyRx Partners Pharmalliance to Build Retail Pharmacists' Capacity

By **Temitope Obayendo** - 23/03/2023

 313  0

 Like 5

 Share      



Dr Lisa Faast, CEO DiversifyRx and Pharm. Adeshina Opanubi, CEO Pharmalliance

DiversifyRx, a South Lake, Texas based capacity building organisation, dedicated to saving independent pharmacies from extinction and Pharmalliance, Africa's premier retail pharmacy business network, have signed a partnership, aimed at building the entrepreneurial capacity of African retail pharmacists starting with Nigeria.

Vote for Pharmanews PANSite of the Year 2023



Vote for Pharmanews PANSite of the Year 2023

Admin - 14/04/2023

214

Latest Posts

Malaria: Pharma Coy Urges Free Management as Part of Fuel Subsidy Palliative

Secret to Graceful Ageing (3)

Top Nigerian Foods that Lower Cardiovascular Diseases

World Malaria Day 2023: Greenlife Harps on Effective Use of Antimalarial

Pharmacists Lament Exclusion from 40% Pay Rise for Workers

OUR CONFERENCE



JOIN

OLIVIER RIVIERE

AT PANEL 15

★SAVE THE DATE!★

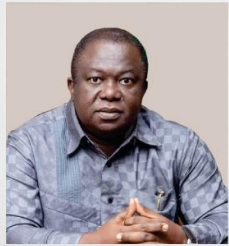
Tuesday- Thursday,
August 15-18, 2023



Conference Fee: N75,000



Audrey Joe-Ezigbo



Larry Izamoje



Paul Onwuanibe



Aigboje Aig-Imoukhuede



Kofo Akinkugbe



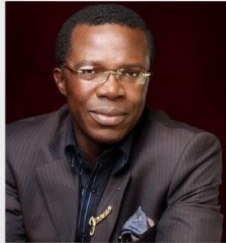
Lere Baale



Lolu Akinwunmi



Bukky George



Cosmas Maduka



Fola Adeola



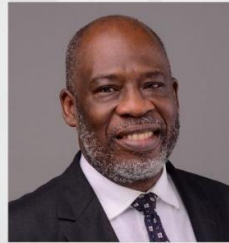
Keem Belo-Osagie



Leo Stan Ekeh



Bayo Rotimi



Peter Bankole



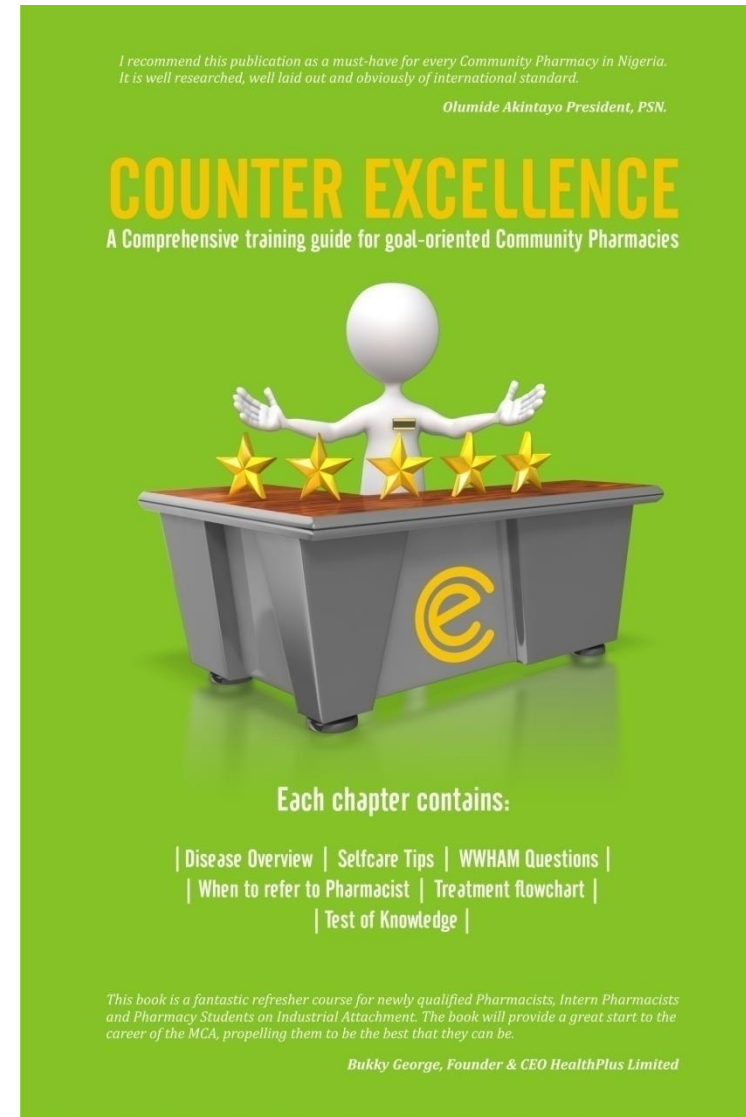
Clare Omatseye



Chris Ehimen



OUR PUBLICATIONS



FEW GROUND RULES

I am not going to say anything new

I don't want you to agree with me

I don't want you believe me

So what do I want??





In the course of today's program,
I guarantee that you will get a lot of ideas and insights



DAYS
OF
HORROR
ARE
OVER!!



Paracetamol

EXCITING FLAVOURS



Vitamin-C Syrup

...doesn't even taste like medicine!

Please don't write what I say.....



I am
pretending
to write
something
down

Write what you will do!!!!

Why am I here?



My rich history with Warri

Winning in Warri!



ADESHINA OPANUBI

LEAD CONSULTANT , SHYNE & CHLOE CONSULTING

12-10-2017

Moxie SMART MUMS QUIZ!!

Question 14:

WHICH OF THE FOLLOWING IS A KNIFE USED FOR IN THE HOME?

- Cutting Bread ✓
- Killing Chicken ✓
- Cutting Vegetable ✓
- Opening Medicine Bottle ✖✖✖
- Cutting Meat ✓



Moxie

Premium Paediatric Medicines



with easy to open child resistant caps



What is Financial Intelligence



FINANCIAL INTELLIGENCE

SYNONYMS

- Savvy
- Brilliance
- Acumen
- Sense
- IQ
- Aptitude
- Sagacity

ANTONYMS

- Ignorance
- Ineptness
- Stupidity
- Dumbness
- Disinclination
- Physicality
- Idiocy

Financial intelligence is the ability to understand and effectively manage one's financial affairs.

It involves a combination of knowledge, skills, and attitudes that enable individuals or businesses to make informed decisions about their financial resources, both in the present and in the future.



Gossip is good.....



.....when it is about



Say after me.....

It is not my portion!

Not my head, not my blood!

Psm 118: 17-I shall die.....



How long will your Pharmacy live if you die abruptly??





If it happens to die soon after you die, who will take care of your spouse and darling Children?

If you are lucky not to die abruptly.....

Most of us here will live to above 90 years

After retiring at 60years old, you still need to eat for another +/-30years

Do you want to follow the Bible or the Yoruba Adage?

For you to have something to eat in retirement, you must be running a proper business!



EXCITING FLAVOURS

...doesnt even taste like medicine



To be financially intelligent, you need to be competent in the following areas:

- **Budgeting:** Creating and maintaining a budget, allocating money to different expenses and savings goals.
- **Investing:** Understanding different types of investments, risks, and returns, and choosing appropriate investment strategies.
- **Debt management:** Understanding the costs and risks associated with borrowing money and managing debt responsibly.
- **Financial planning:** Developing and implementing long-term financial plans that align with personal goals and priorities.
- **Risk management:** Understanding and managing financial risks, such as loss of income, unexpected expenses, and market volatility.

What are the components of financial intelligence?

The core components of financial intelligence include financial literacy, numeracy, and emotional intelligence.

- Financial literacy is the knowledge and understanding of financial concepts, such as budgeting, saving, investing, and debt management.
- Numeracy involves the ability to use and interpret numerical data, such as financial statements, ratios, and investment performance metrics.
- Emotional intelligence is the ability to manage emotions, and behaviours related to money, such as impulse buying, financial stress, and procrastination.

What's your story?



Your numbers tell your story!



- How hard are you working
- How hard is your business working
- How hard is your money working

EARNINGS

Do you understand your numbers? Are you tracking your COMPS?

Do you understand your geography, demography and Psychography?

Do you bank your sales intact?

Do you track all expenses to the last kobo?

How are you managing expiry issues, pilferages and damages?

Have you met REBECA? Do you have tidy margins or are you playing the price game?

Do you have receivables? How do you manage your payables?



What is your
2023 target?



What was
your 2022
turnover?



What was
your 2022
target?



Have you done your
2020, 2021, 2022
trend analysis?



What is your
2023 opening
stock?



Have you done
your Q1 review



Are you on
course to have
your H1 review

Stand up for recognition if you are on course to submit your 2022 audited account





What does
REBECA
recommend?



Eyes ✓

Skin ✓

Hair ✓



Vitamin-G Syrup

REBECA





TEST 1

A tired looking 25 year old mother brings her sick 3 year old son with a Delsuth hospital prescription to your Pharmacy.

- Azithromycin Suspension 5mls daily 3/7
- Paracetamol suspension 5mls tds 5/7
- Vitamin C syrup. 5mls dly 10/7



She is educated and very cooperative. She took everything you recommended

What will you give this customer?

How much did you make?

Did you recommend Moxie



MILK OR BLEED



MILK OR BLOOD



What are you drinking?





What are you drinking?

HELLO, REBECA!



REBECA

Retail Break Even Calculator

Standard Mark-up:

Resulting Margin:

Ratio:

Total annual working days:

Expense	Annual Total	Cost/Day	DAILY SALES
Rental	160,000	444.44	1,925.93
PHCN Power	60,000	167	722.22
Generator	100,000	278	1,203.70
LASAA	50,000	139	601.85
Security	300,000	833	3,611.11
Taxes	50,000	139	601.85
Salaries	4,200,000	11,667	50,555.56
LGA Fees	50,000	139	601.85

Turnover is vanity



Profit is sanity



CASH IS KING!



What would you do
if your
landlord doubled your rent or fuel
becomes N1000 per litre

REBECA

Retail Break Even Calculator

Standard Mark-up:

Resulting Margin:

Ratio:

Total annual working days:

Expense	Annual Total	Cost/Day	DAILY SALES
Rental	160,000	444.44	1,925.93
PHCN Power	60,000	167	722.22
Generator	100,000	278	1,203.70
LASAA	50,000	139	601.85
Security	300,000	833	3,611.11
Taxes	50,000	139	601.85
Salaries	4,200,000	11,667	50,555.56
LGA Fees	50,000	139	601.85

REBECA

Retail Break Even Calculator

Standard Mark-up:

Resulting Margin:

Ratio:

Total annual working days:

Expense	Annual Total	Cost/Day	DAILY SALES
Rental	320,000	888.89	3,851.85
PHCN Power	60,000	167	722.22
Generator	100,000	278	1,203.70
LASAA	50,000	139	601.85
Security	300,000	833	3,611.11
Taxes	50,000	139	601.85
Salaries	4,200,000	11,667	50,555.56
LGA Fees	50,000	139	601.85

Now that you have met REBECA, How do you feel?



Now that you have met REBECA, How do you feel?



**IF YOU FIND YOURSELF
IN A HOLE,
THE FIRST THING TO DO
IS STOP DIGGING.
- WILL ROGERS**





REBECA- The Ultimate guide to Retail Pharmacy Profitability
Pharmalliance Consulting

30:10

▶ 🔊 ⚙️ 📺 🔍 🔄

DOWNLOAD REBECA

Panel 14 Relentless - Shina Opanubi
Pharmalliance Consulting

PANEL 14
RELENTLESS

1:06:42

▶ 🔊 CC ⚙️ 📺 🔍 🔄

www.adeshinaopanubi.com

Moxie

**KNIVES
ARE FOR
CUTTING MEAT**

not

medicine bottle

caps 



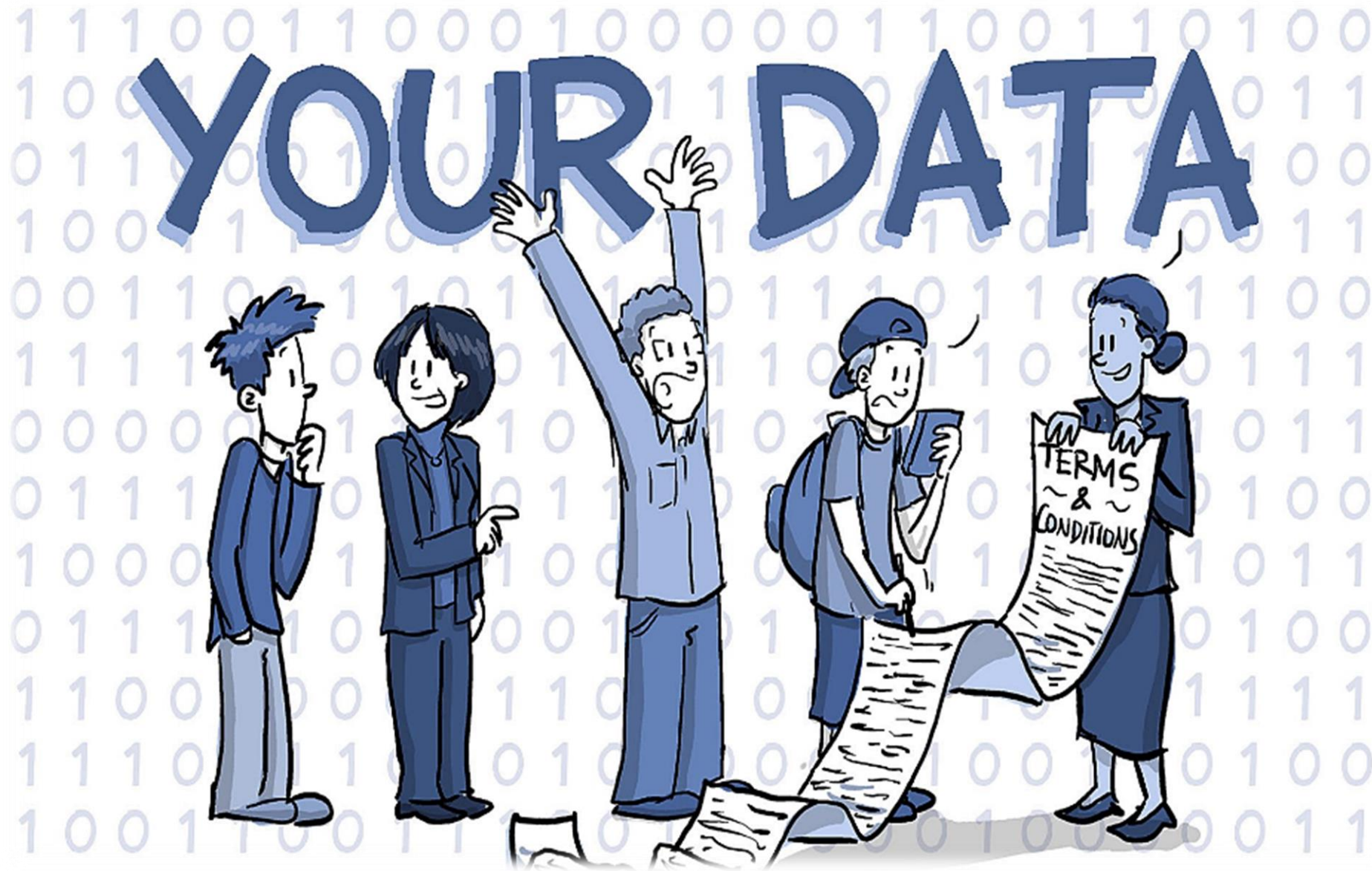
Vitamin-C Syrup Paracetamol

*with easy to open
child resistant caps*

Let's discuss.....

- Data
- Information
- Knowledge
- Intelligence



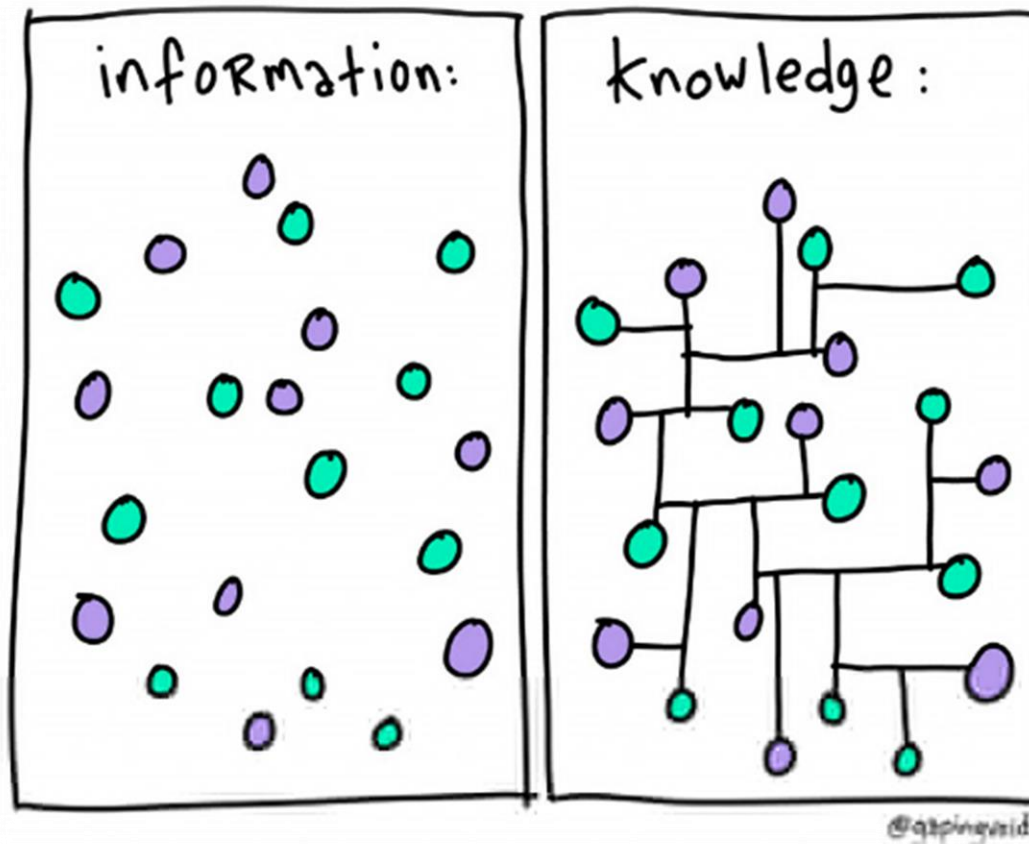


Data is useless unless when compared!



INFORMATION is a message that contains relevant meaning, implication, or input for decision and/or action.

In essence, the purpose of information is to aid in making decisions and/or solving problems or realizing an opportunity



KNOWLEDGE is the recognition (know-what), capacity to act (know-how), understanding (know-why) that resides or is contained within the mind or in the brain.

The purpose of knowledge is to better our lives. In the context of business, the purpose of knowledge is to create or increase value for the enterprise and all its stakeholders.



BUSINESS INTELLIGENCE requires ability to sense the environment, to make decisions, and to control action.

In advanced forms, intelligence provides the capacity to perceive and understand, to choose wisely, and to act successfully under a large variety of circumstances as to survive, prosper, and reproduce in a complex and often hostile environment.

Moxie

**Fruits
are
Seasonal**

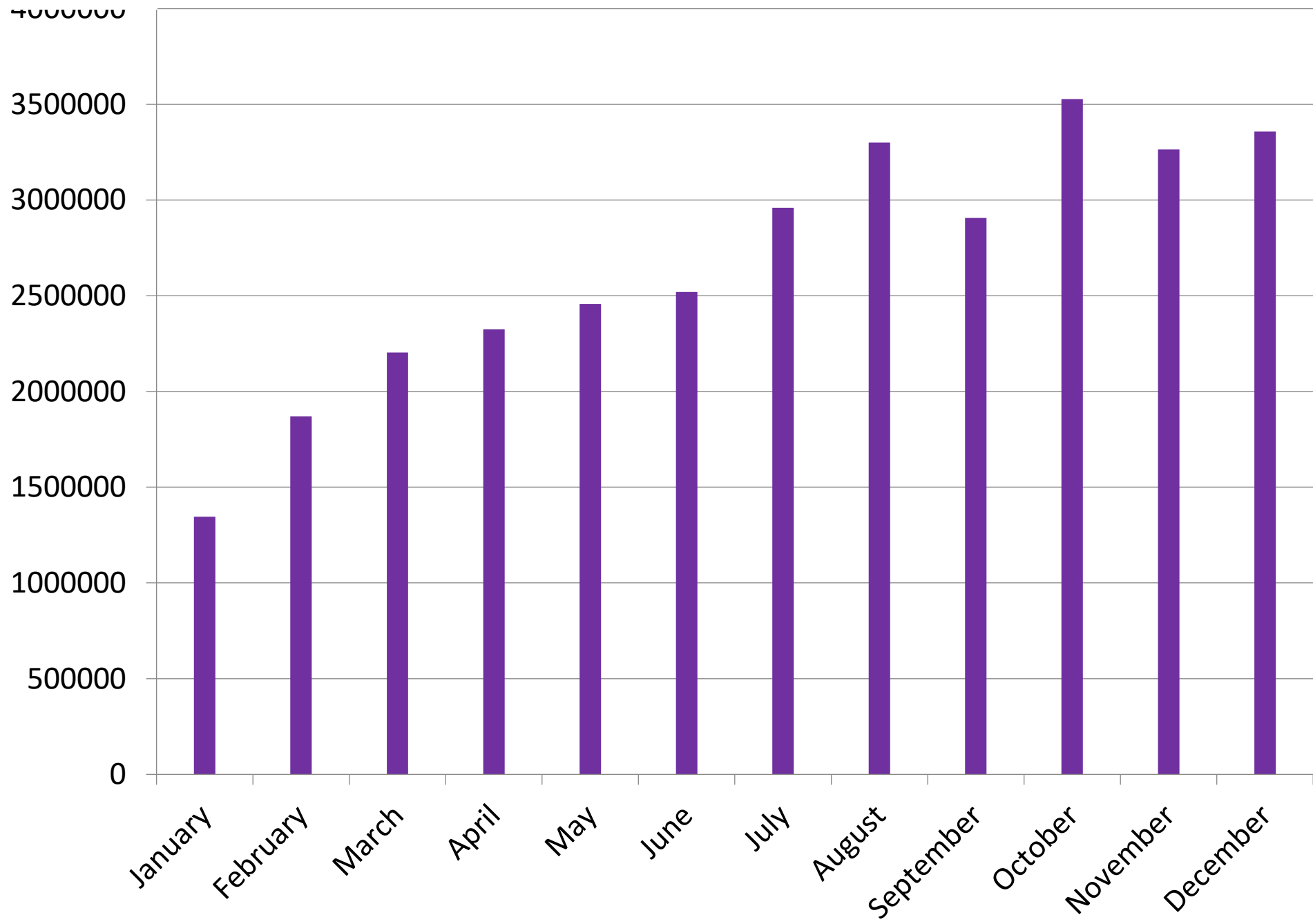


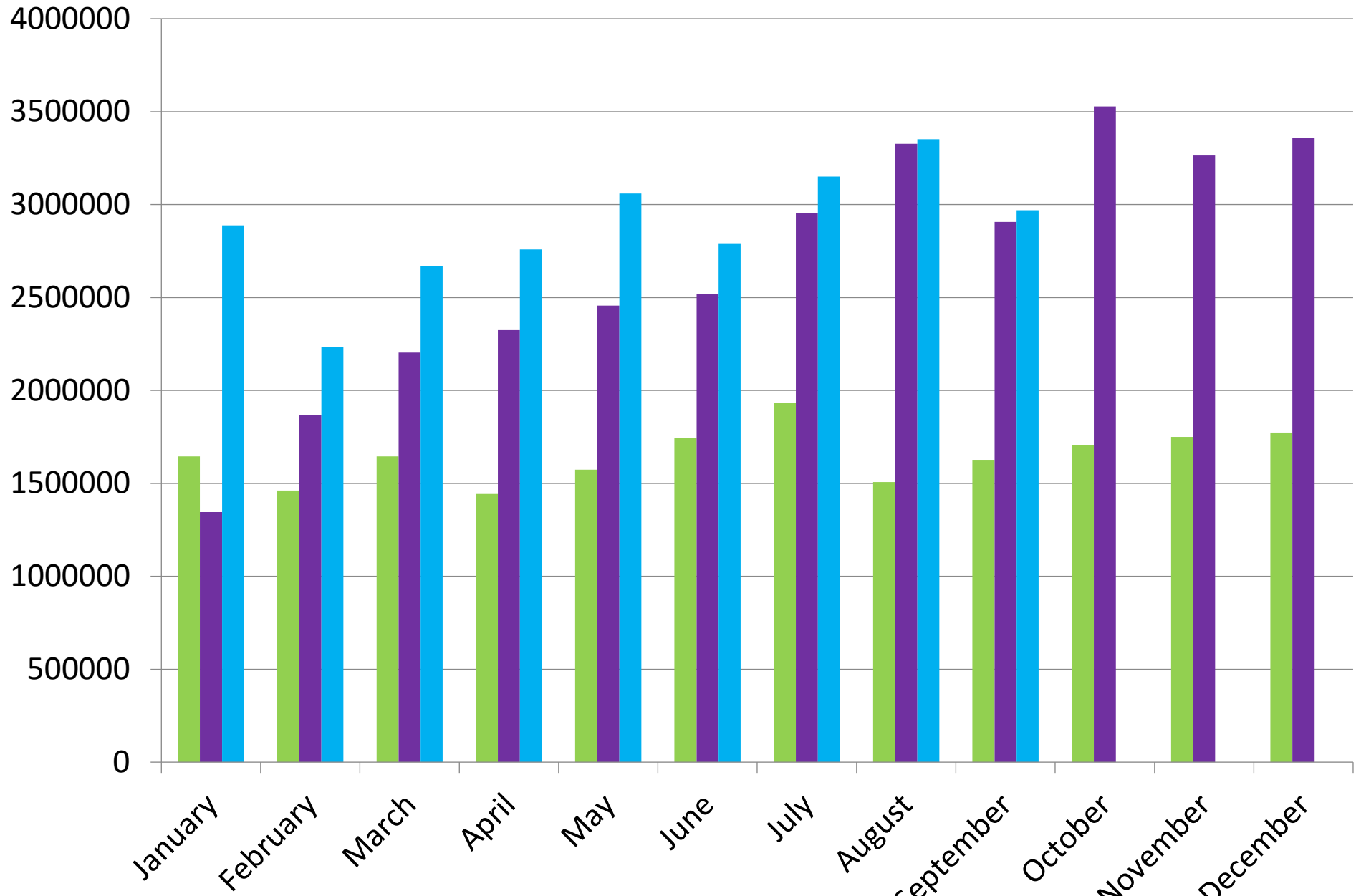
Vitamin-G Syrup
ALWAYS IN SEASON

It starts from here.....

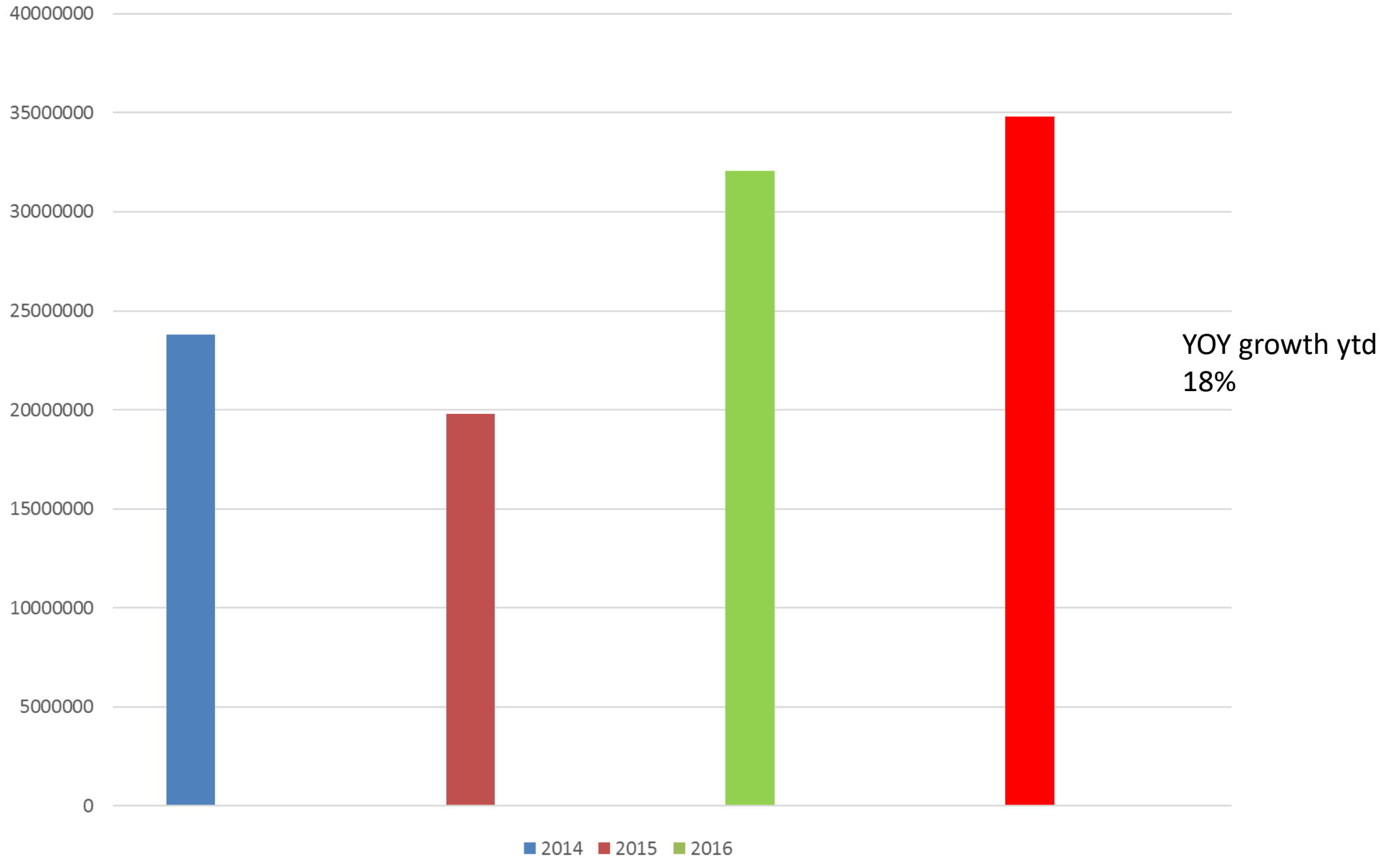
Pos	CASH	SYSTEM	Pos	CASH	SYSTEM	Pos
-	31,620	31,620	28,600	30,750	30,750	28,600
13,660	63,740	77,400	4,550	84,020	84,020	84,020
2,320	35,760	37,760	17,350	105,000	105,000	105,000
3,500	33,880	37,380	25,050	13,420	68,000	68,000
			1700	22,170	82,530	82,600
			1900	18,800	20,300	20,300
SUNDAY						
1,400	27,720		10,500	15,260	55,300	55,300
21,150	22,590	43,740	7,110	10,020	90,950	90,950
11,670	59,750		21,250	9010	101,680	101,680
5,750	13,400		2,200	51,030	72,230	72,550
	34,150		2,750	58,300		100,700
			6,750	38,320		40,070
SUNDAY						
2,900	39,160		5,650	31,800	79,500	79,510
1,300	26,750		7,000	30,490	65,470	65,520
7,700	59,050		2,350	46,850	115,850	115,900
27,900	35,290	62,690	20,600	11,300	124,700	124,700
10,900	37,350	48,050		17,900	65,100	65,700
			10,350	54,020	64,310	64,320
SUNDAY						
1350	28,520		22,350	34,600	86,810	87,820
1250	68,650		3,600	29,360	102,710	102,870
7,400	31,400		10,200	39,100	92,100	92,100
21,100	4,800	35,880	10,750	48,350	90,000	
35,350	21,930	60,280	3,450	3,450	104,600	104,600
STOCK-TAKING SUNDAY						
9,200	50,480		5,000	23,400		88,050
3,850	40,220		17,750	19,110		80,950
5,000	54,470	59,490	16,120	36,700	52,620	112,200
3,760	49,060		1,250	52,930		107,000

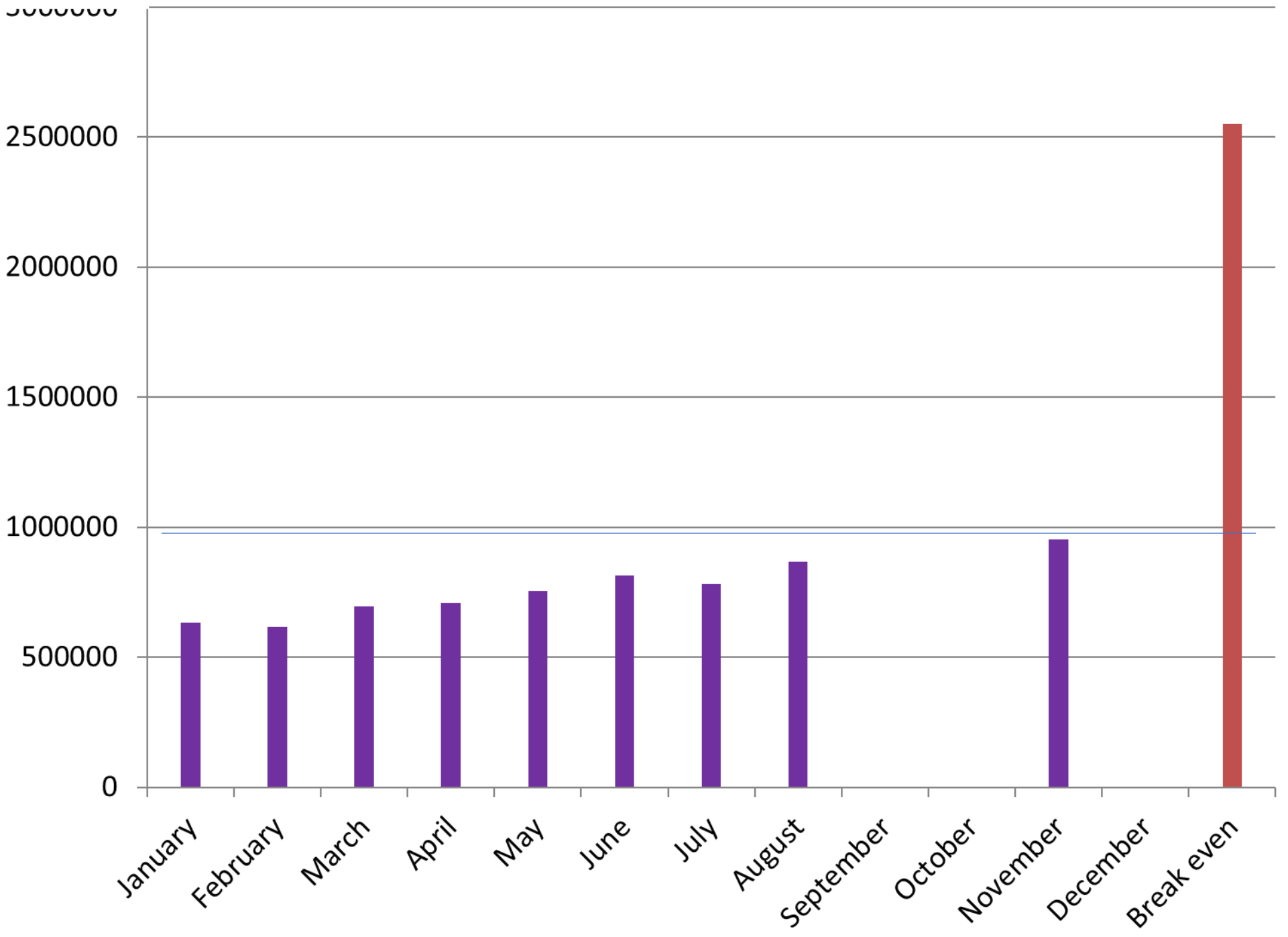
DAILY SALES REPORT (AUGUST)													
P.M					D.M								
CASH	POS	REFUN D/ DISCO UNIT	TOTAL SALES	SYSTEM	DISCR E-PANCI ES	CASH	POS	REFUN D/ DISCO UNIT	TOTAL SALES	SYSTEM	DISCR E-PANCI ES	TOTAL SALES AM P.M	TOTAL CASH BANKE D
23,020	12,700		35,720			50,300	13,570	-	57,650	57,650	140	87,570	73,020
28,100	3,700		32,540			35,950	12,200	-	48,200	47,920	280	80,790	64,790
56,590	5,050		57,640			27,250	49,260	-	67,510	66,610	500	227,100	
28,340	6,430	-	34,770	37,770	-	140,770	8,680		149,450			184,220	169,110
2,870	26,630		79,500			60,900	13,050	-	74,400	74,400	-	153,900	
						76,480	58,200	-	136,300	136,300	-	150,630	



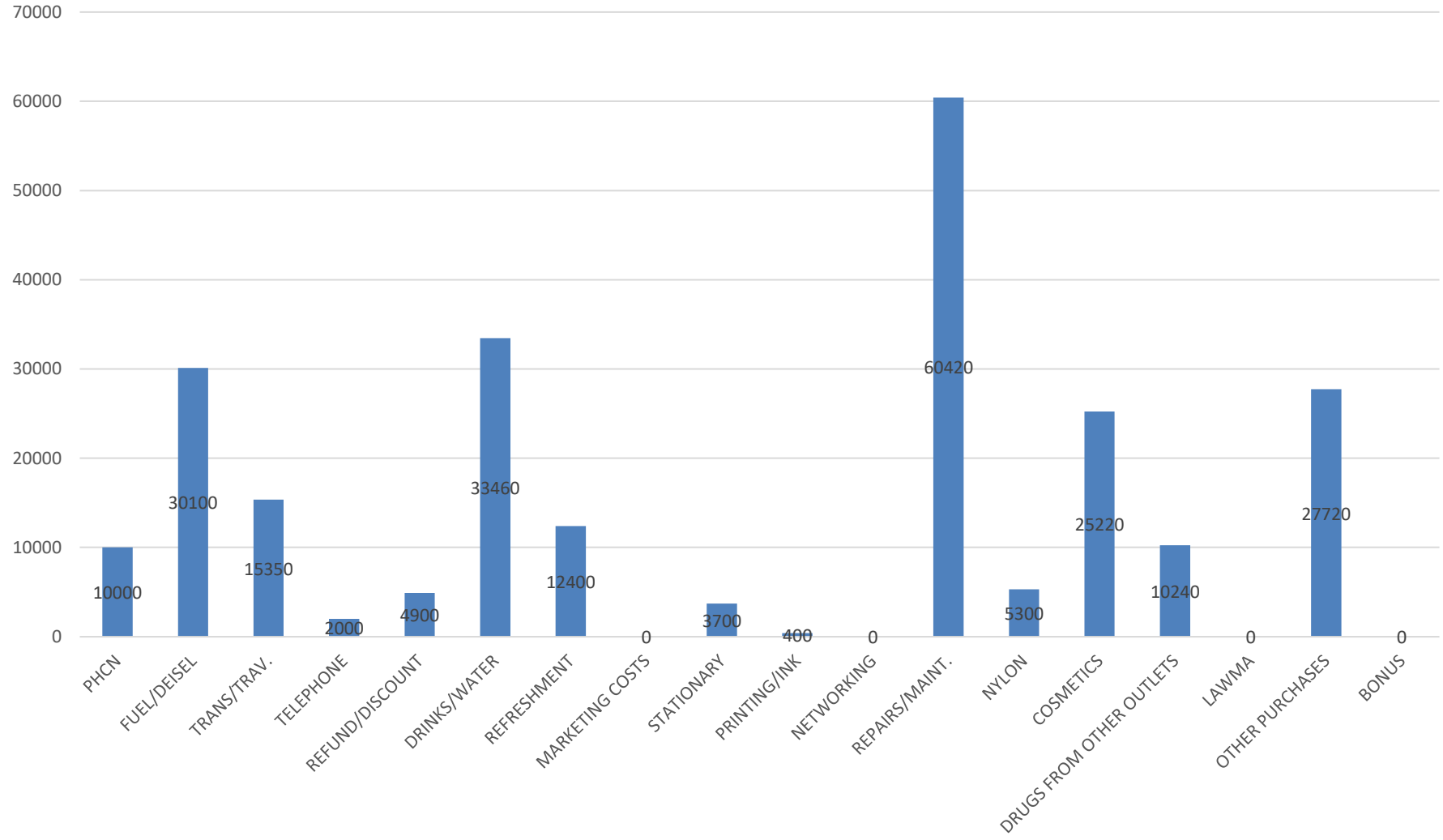


3 year Comparative analysis





FEBRUARY



THE ALMIGHTY FORMULA

- $\text{SALES} - \text{COGS} = \text{GROSS PROFIT}$
- $\text{GROSS PROFIT} - \text{EXPENSES} = \text{NET PROFIT}$

STATEMENT OF PROFIT OR LOSS FOR YEAR ENDED 2016.

	N	N
SALES		32,038,730.00
OPENING STOCK	3,563,373.00	
PURCHASES	26,857,688.00	
	30,421,061.00	
CLOSING STOCK	6,159,147.00	24,261,914.00
GROSS PROFIT		7,776,816.00
ADMIN EXPENSES		
PHCN	145,000.00	
FUEL/DIESEL	569,010.00	
TRANS/TRAV	177,570.00	
TELEPHONE	22,300.00	
REFRESHMENT	124,200.00	
INTERNET	86,500.00	
STATIONARY	26,000.00	
PRINTING/INK	2,800.00	
REPAIRS/MAINT.	564,980.00	
NYLON	86,430.00	
LAWMA/OTHERS	15,950.00	
BONUS/SALARY	5,055,000.00	
MARKETING	10,500.00	
LASAA	84,680.00	
Bank Charges	60,063.25	
INSURANCE	36,768.00	
Timing mach	70,000.00	
CCTV	41,000.00	
EXPIRES AND DAMAGES	283,405.00	
REGISTRATION	600,000.00	
RENT	600,000.00	8,662,156.25
NET LOSS		(885,340.25)

STATEMENT OF PROFIT OR LOSS FOR YEAR ENDED 2016.

	N	N
SALES		32,038,730.00
OPENING STOCK	3,563,373.00	
PURCHASES	26,857,688.00	
	30,421,061.00	
CLOSING STOCK	6,159,147.00	24,261,914.00
GROSS PROFIT		7,776,816.00
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PHCN	145,000.00	
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REFRESHMENT	124,200.00	
INTERNET	86,500.00	
STATIONARY	26,000.00	
PRINTING/INK	2,800.00	
REPAIRS/MAINT.	564,980.00	
NYLON	86,430.00	
LAWMA/OTHERS	15,950.00	
BONUS/SALARY	5,055,000.00	
MARKETING	10,500.00	
LASAA	84,680.00	
Bank Charges	60,063.25	
INSURANCE	36,768.00	
Timing mach	70,000.00	
Renovation(belgravia)	3,432,600.00	
CCTV	41,000.00	
EXPIRES AND DAMAGES	283,405.00	
REGISTRATION	600,000.00	
RENT	600,000.00	12,094,756.25
NET LOSS		(4,317,940.25)

WHAT DO YOU DO WITH NET PROFIT



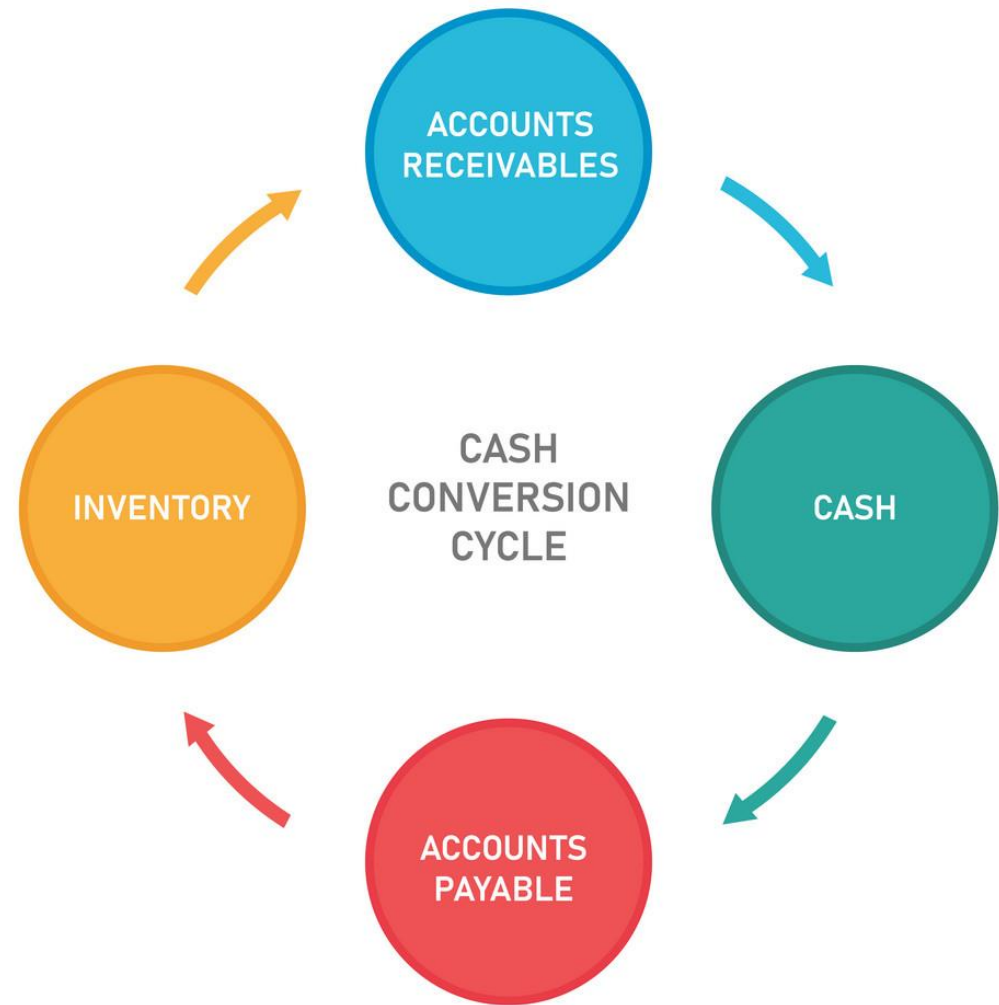
SPENDING

SAVING

INVESTING

WHERE IS YOUR MONEY

- On the shelf
- With your debtors
- In the bank
- Investments



Debunking the myth of Price



Which network was the first to launch?



Which network is the most expensive?

Which network is the best?



Which network has the highest number of subscribers?

Moxie



**MEDICINE
FIT FOR
ROYALTY!**



Paracetamol

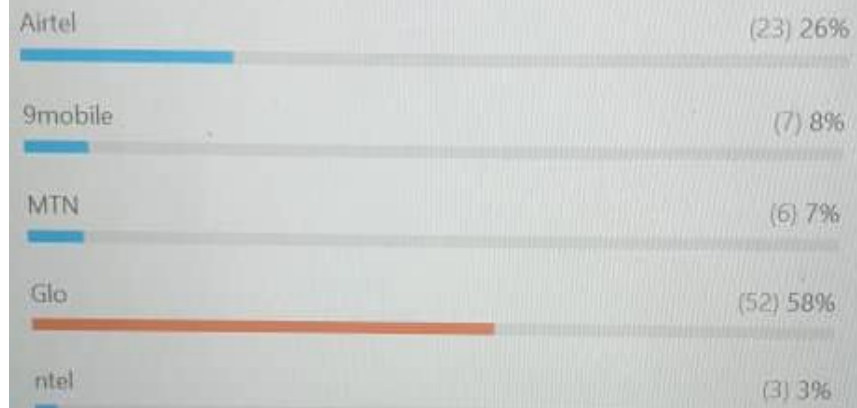


Vitamin-C Syrup

1. Which phone network is the most expensive to manage in Nigeria



2. Which Network is the cheapest in Nigeria

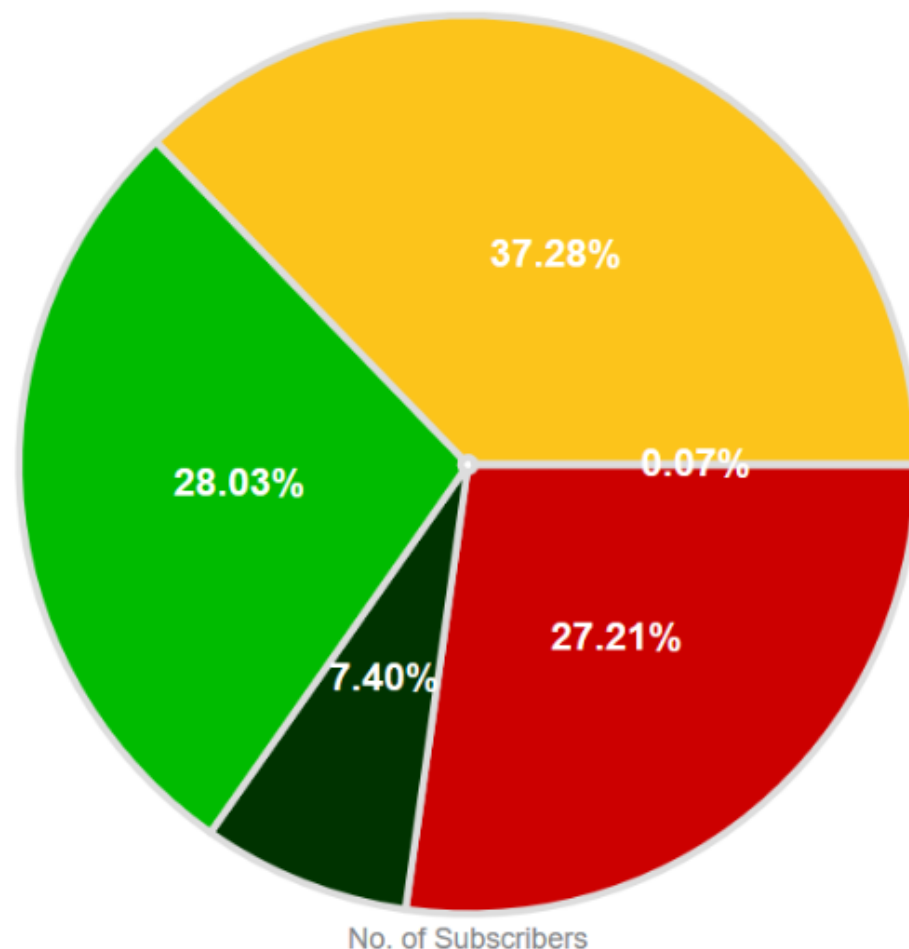


3. Which Network is the best in Nigeria



MARKET SHARE BY OPERATOR (GSM) (December 2019)

● Airtel ● 9mobile ● Globacom ● MTN ● Visafone



	Airtel	9mobile	Globacom	MTN	Visafone
No. of Subscribers	50,186,988	13,641,995	51,700,052	68,762,634	134,518
Percentage(%)	27.20%	7.40%	28.00%	37.30%	0.10%

Moxie

Vitamin-C Syrup

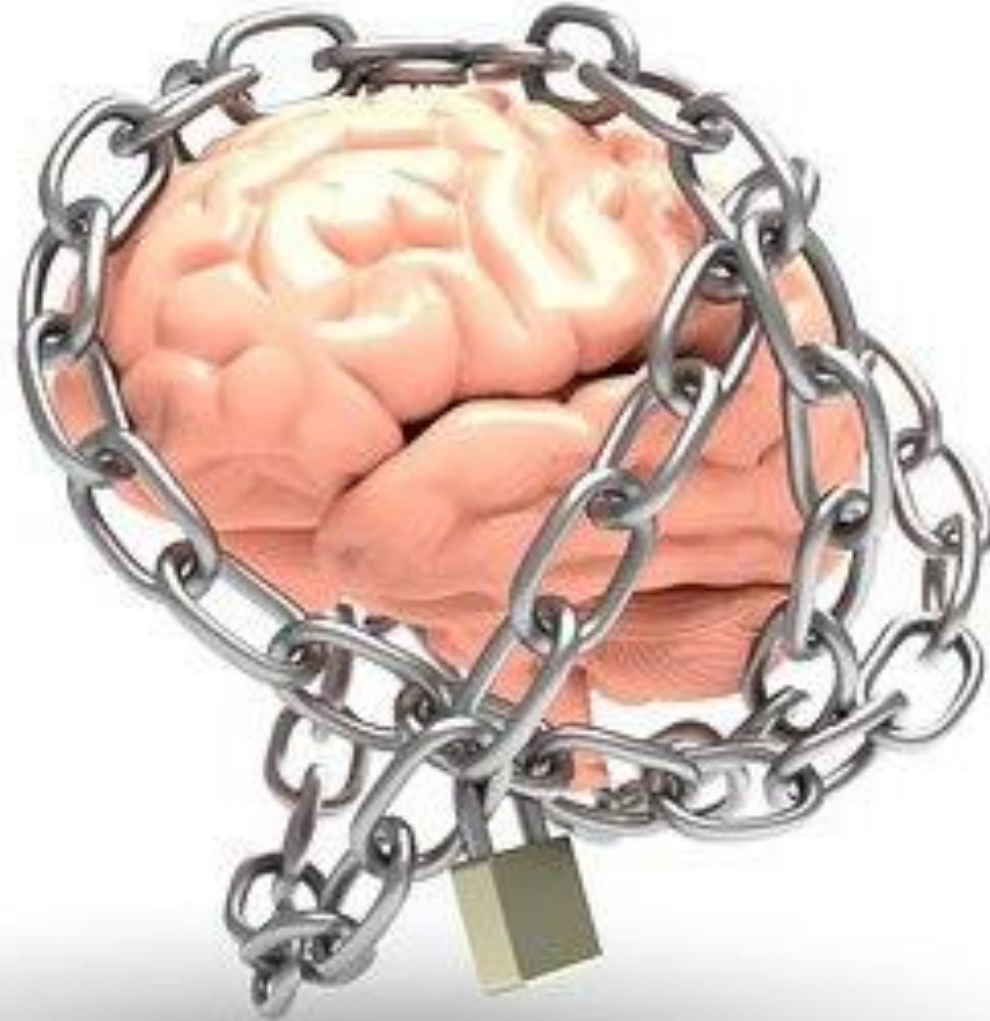


Moxie

Paracetamol



Unlock your mind!!



Unlock your Business Intelligence!

2 critical variables you must master to win



All products are not made equal!

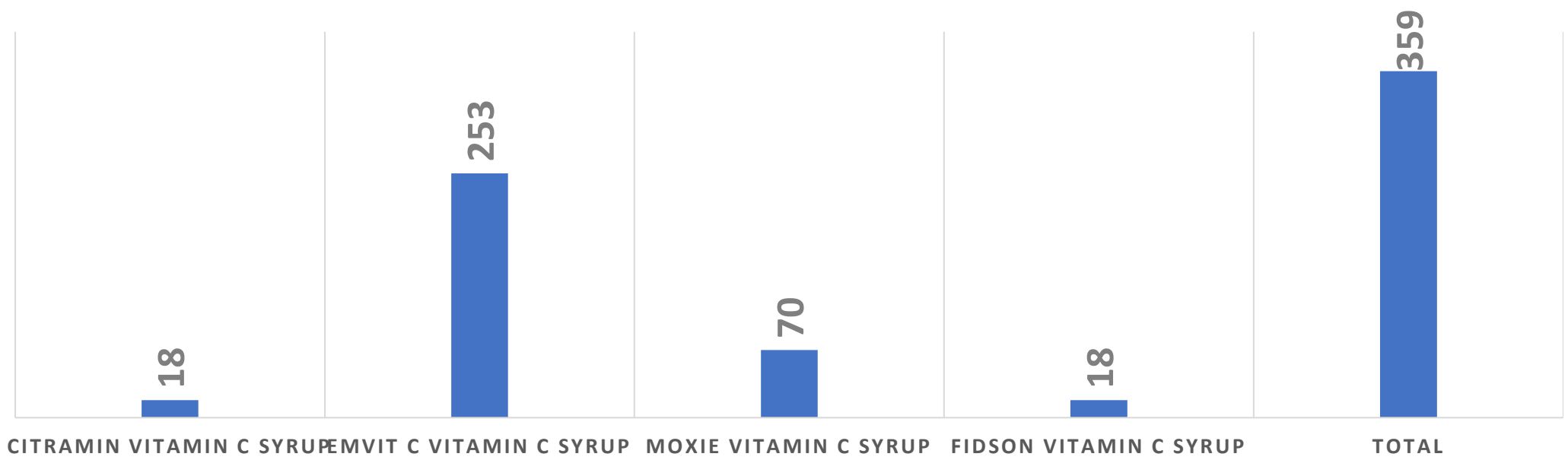
	Pharmacy A	Pharmacy B
Number of Branches	5	6
Total number of Vitamin C Syrup sold	329 (66)	359 (60)
Total Revenue made	212,400	128,050
Profit made	76,250	38,415

295 (90%) vs 34 (10%)

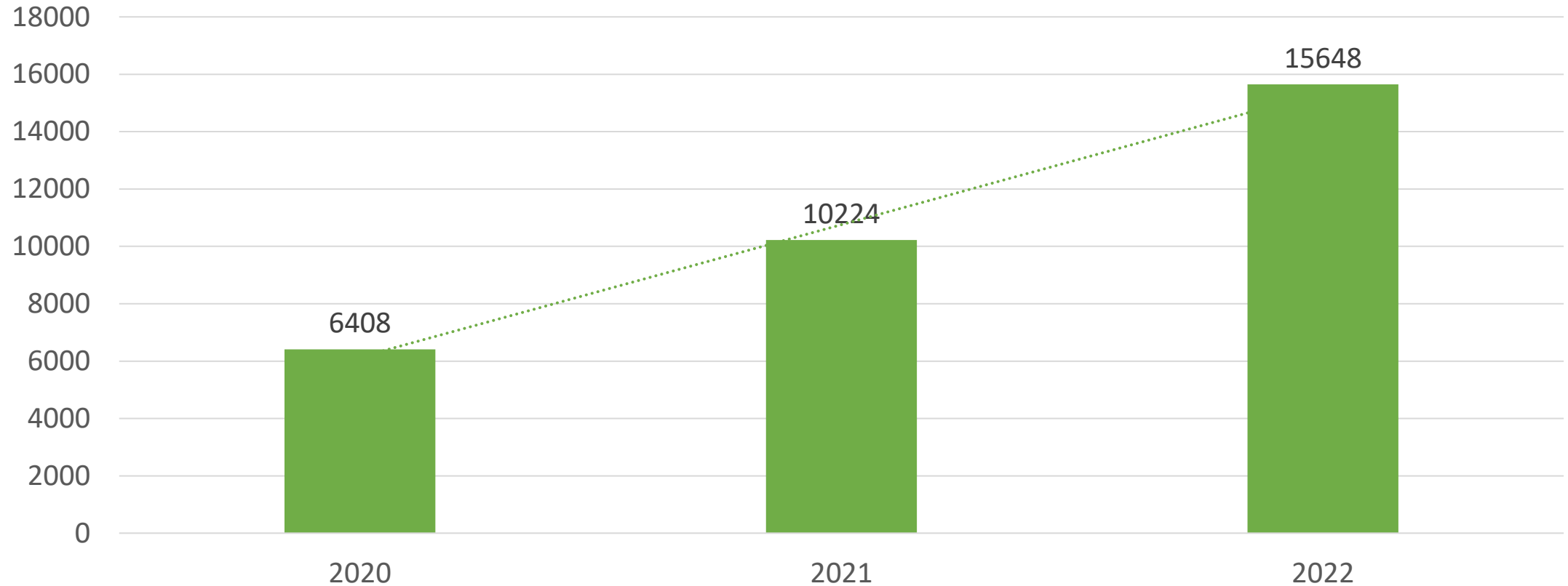
Vanguard



ABC



VANGUARD PHARMACY



2020 VS 2021 - 59.5%

2021 VS 2022 - 53%

How do I become financially intelligent?

1. Increase your financial knowledge

The first step in building financial intelligence is to increase your financial knowledge. Learn about budgeting, investing, saving, debt management, and other personal finance topics.

Financial literacy is the foundation of financial intelligence.

2. Track your spending

This can help you identify areas where you can cut back and save money. You can use tools such as budgeting apps or spreadsheets to track your expenses and create a budget.

3. Start saving

It is important to start saving early and consistently. Set up automatic transfers to a savings or investment account. The key is to make saving a habit and prioritize it over unnecessary

expenses.

4. Invest wisely

Investing is a critical aspect of building long-term wealth. You can start by investing in low-risk options such as mutual funds or index funds. It is important to understand the risks and returns of different investment options and diversify your portfolio.

5. Manage your debt

Debt can be a huge obstacle to financial intelligence. It is important to manage your debt responsibly and avoid high-interest debts.

6. Create a financial plan

A financial plan helps you prioritize your financial goals and develop a roadmap to achieve them. Your plan should include short-term and long-term goals, such as building an emergency fund, paying off debt, and saving for retirement. Review your plan regularly and adjust as your financial circumstances change.

7.Practice financial discipline

Financial intelligence requires discipline and self-control. You can practice financial discipline by sticking to your budget, avoiding unnecessary expenses, and resisting the temptation to make impulsive purchases.

Moxie SMART MUMS ALERT!!



⊘ DON'T INJURE YOURSELF! ⊘
trying to open medicine bottles



Moxie

Premium Paediatric Medicines

with easy to open child resistant caps



Financial intelligence tips for Delta CPs

- Retool your business so that it generates a net profit
- Don't spend or invest your wholesalers money
- Businesses that buy and pay grow
- Monitor your inventory velocity and stock accordingly

- Spend, save and invest your net profit wisely
- Mine your sales data to track profitable products and customers
- Sell profitable products
- Embrace standard book keeping and accounting practices

Successful people are people who make a habit of doing what
unsuccessful people don't like to do

What do unsuccessful people don't like to do?

The same thing successful people don't like to do but they do it
anyway because they know that is the price to pay for success!

Successful people don't like to wake up early, work long hours till late, do their books, pay for training, miss movies and sports but they do it anyway!!

Master key to financial intelligence is doing what you must do, when you must do it whether you like it or not. Forcing yourself to pay the price

Not all gossip is bad.....



.....especially when it is about 



A close-up photograph of a person's hand holding a white rectangular card. The hand is positioned on the left side of the frame, with the thumb and index finger gripping the card. The card is held horizontally and contains text. The background is plain white.

Signed, Sealed & Delivered

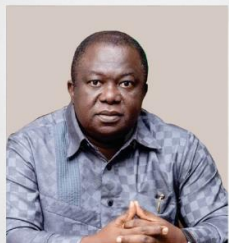
By

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Aigboje Aig-Imoukhuede



Kofo Akinkugbe



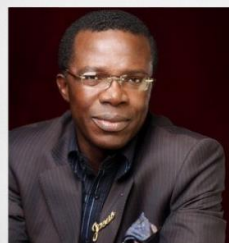
Lere Baale



Lolu Akinwunmi



Bukky George



Cosmas Maduka



Fola Adeola



Keem Belo-Osagie



Leo Stan Ekeh



Bayo Rotimi



Peter Bankole



Clare Omatseye



Chris Ehimen



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