



People, Passion, Price

Pulse Pharmacy was born from a desire to build a vibrant new pharmacy brand within Australia, offering a modern and dynamic retail environment.



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To continue the unique appeal of Pulse Pharmacies, the company chooses to work with suppliers that offer a complete package. “We consider trading terms, supply, relationships, exclusivity and advertising,” says Sally. “It is vital that the supplier has a willingness to work with us and for our particular business model.”

To develop strong relationships with suppliers, it is important to Pulse Pharmacy that the lines of communication remain open. “It is absolutely essential to the effectiveness of catalogue or media advertising, that we have stock in the stores on time, every time,” Sally notes. “If you don’t have stock, you don’t have sales –simple.” If both Pulse and the supply company can work together, it will prevent problems arising and ultimately ensure customer satisfaction.

The innovative company also launched Pulse’s online pharmacy in 2008, which allows customers to have access to Pulse Pharmacy’s range of health and beauty products, with the convenience of being able to have the order delivered directly to their front door.

Pulse Pharmacy believes the success of their brand comes from their devotion to good business decisions and strong working partnerships. Their enthusiasm for creating the best possible retail environment ensures that this company will continue to experience growth and expansion well into the future. 📍

AT AUSTRALIA’S BEST, we like to highlight home-grown success stories, and the Pulse Pharmacy is just that. Originating with just eight stores in Victoria, the company has grown to include more than 70 stores throughout Victoria, New South Wales and Queensland. Driven by their strong commitment to the health and welfare of all customers, Pulse Pharmacy provides a range of prescription, general health and beauty care/cosmetic products.

The company base their business relationships around their company motto, ‘People, Passion, Price’, and suppliers are key to the success of Pulse Pharmacy. “We believe that our strength is in the relationships we build,” explains Sally Horbury, Purchasing Manager of Pharmaceuticals for Pulse Pharmacy. “We like to be able to contribute to the well-being of the communities we serve, and therefore it is essential to develop strong partnerships with companies that are going to be able to consistently provide our company with a quality product.”

