

ANALYSIS OF THE BASIC TENDENCIES AFFECTING THE ACTIVITIES OF IRAQ'S PHARMACEUTICAL ENTERPRISES

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Today in conditions instability and dynamic environment, it is reasonable investigation of adaptive control in pharmaceutical enterprises under the influence of external factors macro- and micro- adjustment for Iraq's pharmaceutical companies.

Among characteristics of Iraq's pharmaceutical market it is possible to note follows: tendency of nation's ageing; seasonality of demand (the increase of drugs sales is observed in the end III and during the IV quarters, that is partly related to the annual flu disease); the Iraq's enterprises-producers mainly use the imported raw materials in production, that binds both the structure of prime price and standard of prices to fluctuations of exchange rate of national currency in relation to a dollar; gradual transition of manufacturing processes to the GMP standards; concentration of production capacities on expansion of production of generic-drugs, demand on which grows substantially during last years; government regulation of industry.

Market research was conducted to analyze the basic tendencies affecting the activities of Iraq's pharmaceutical enterprises, using expert opinion method.

It was determined that the basic tendencies of pharmaceutical market of Iraq which influence on activity of pharmaceutical enterprises follows: appearance of new drugs, expansion of product assortment, improvement of work with suppliers and increase of enterprises' income, accordingly estimations in points – 9,6; 9,0; 7,9 and 7,9. Thus, the analysis of the main directions of development Iraq's pharmaceutical enterprises was conducted.