

STUDY OF DIRECTIONS OF MARKETING AUDIT IN PHARMACIES

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Today for effective work and successful functioning of pharmacies it is important to conduct marketing audit. Marketing audit – a systematic, critical and objective study on an ongoing and regular basis the state of the external economic environment of the pharmacy, its goals and strategies in the field of marketing, marketing activities carried out by the pharmacy in order to identify current and future opportunities for business enterprises, possible problems and develop an action plan, with which you can improve the situation by means of marketing the company

The purpose of the master work is to study the directions of marketing audit in pharmacies.

When organizing and planning marketing campaigns audit must take into account the basic principles of auditing: comprehensiveness, consistency, independence, periodicity. Comprehensiveness is to cover the entire marketing audit system, all kinds of marketing activities. System audit is expressed in the ordering and scope of the external environment, internal environment of marketing functions and all subsystems of marketing, developing an action plan short- and long-term management of marketing activities. Independence of audit is characterized by the ability to use different methods of audit (self audit, cross audit, higher organized audit, specialized auditing company, external audit, internal audit, and so on). Selected independently for an objective assessment of the effectiveness of marketing activities. Frequency of audit means auditing regardless of problems (for example, decrease in sales) in the marketing system, for example implementation of audit by recurring events.

Marketing planning audit – an important procedure in the organization

and conduct of the audit state marketing system. The main phase of the plan are: pre-planning, the development of the overall marketing plan audit, drawing up a program of marketing audit, the formation of prevention programs in the marketing system. Before the start of the development plan are estimated investment of time and money to implement it, as well as forming a list to be interviewed units (individuals) and developed questionnaires card.

In the control of the marketing company can manage its own forces audit service (internal audit) or engage independent experts that work on the basis of a contract with one of the specialized consulting organizations.

Marketing audit process consists of six steps: identify who performs an audit. It may be specialists of the company, the management office or department or external experts, determine when and how often to perform the audit, determine the area of audit, develop the forms of audits, carry out an audit, present the results to management.

The components of revision or audit of marketing are audit of macro environment aims to get answers to questions about current trends, threats for economic entities, the possibilities to reduce the negative impact on enterprises, etc.; audit of microenvironment studies the actual market, customers, suppliers, competitors, intermediaries; audit of purposes and strategies allows to determine how clearly defined the mission of companies, general and marketing purposes, their compliance with resources and opportunities, adequacy of marketing budget, the effectiveness of commodity marketing, pricing, marketing and communication policy; audit of marketing complex provides an analysis of products, prices, distribution and promotion; audit of the organizational structure and effectiveness of marketing.

Market research about existing condition and efficiency of the control of marketing activities of pharmacies based on the method of survey was conducted. 114 questionnaires were obtained and analyzed. It was found that the official marketing audit is carried out 40% of pharmacies and near 10% of phar-

macies attract extraneous organizations in conducting the audit. When carrying out the audit on its own, the pharmacy can solve all the work associated with this problem quickly and efficiently. In addition, internal marketing audit is much cheaper than the outside. The auditors (pharmacy's employees) have access to all without restriction service information, including confidential. Internal auditors don't need to delve into the specific questions of the organization of production and sales pharmacy: they are professionally knowledgeable in these matters.

Lack of internal audit is that the self-audit service can not entrust the scale and depth of inspections, as these services are usually few in number even for large enterprises. In addition, when the internal audit marketing is not possible in all cases an objective and impartial assessment of affairs at the pharmacy: auditors-employees of the pharmacy adapted to the internal environment and can not pay attention to some significant shortcomings in marketing activities.

Attracting professionals analysts and consultants "from outside" the pharmacy provides a deeper study of the problem, access to objective and impartial survey results of marketing activities and the development of effective recommendations for its improvement. External audit services marketing pharmacy can cost significantly more expensive internal audit. However, an external audit is usually characterized by an integrated approach experts and analysts to develop a marketing strategy of the enterprise, to create conditions for strengthening the attitude of the pharmacy in the market.

When carrying out the audit at the pharmacy plays an important role its periodicity, which should be respected. It was determined that 32% of respondents conduct an audit once a quarter, 22% – simultaneously with inventory. Heads of pharmacies were made other options regarding the frequency of the audit, among them – to the extent of a problem, and once a year.