

COMPETITIVENESS OF THE PHARMACEUTICAL ENTERPRISES

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The pharmaceutical market represents one of the most dynamic and perspective specialized world markets. In the conditions of acceleration and complication of the processes happening in the market, the enterprise needs to develop qualitatively new receptions of the solution of the arising problems of administrative and other character. In business activity of firm constantly there are problems caused by expediency of fuller satisfaction of needs of the existing and potential buyers for necessary goods. The problem of strategic success of the enterprise, creation and deduction of competitive advantages is one the most actual. Marketing as a basis of increase of efficiency of activity of the enterprise is also urged to promote the solution of such problems.

Each company is interested long time to keep the market and to be profitable. For this purpose continuous studying of the market, development of actions for increase of competitiveness and to increase in a share of the market is necessary. Increase in a share of the market includes various actions, rebranding, an advance complex, expansion of the existing network enter here. The firm also feels need for information which would acquaint with a condition of the market and warned about adverse changes in market conditions.

The pharmaceutical market is one of the most saturated consumer markets. He is distinguished a high level of development of brands and, respectively, the competition between them. In the pharmaceutical market there is a bitter struggle for the consumer with use of the most various methods and means, depending on a type of production. Also amplifies expansion of large pharmacy chains to regions and absorption of regional networks.

For the organization of works on ensuring competitiveness of firm it is necessary to define its strategy of development, mission, opportunities, strong

and weaknesses. To define these factors and to answer all questions arising in process the system of ensuring competitiveness considered in this work will help.

For an assessment of competitiveness of the enterprise it is necessary to carry out diagnostics of a condition of the competition in the market and to define type of structure of the competitive environment. Operating conditions of an economic entity and its competitiveness are defined by the last, real and future (expected) conditions of elements of the competitive environment and external environment macro and micro levels. The quantitative analysis of the competitive environment, her diagnostics is necessary for adoption of tactical decisions and receiving the fullest picture of a condition of the competition to firm. After carrying out diagnostics of the competitive environment it is possible to pass directly to an assessment of competitiveness of the enterprise.

At the moment there is no concrete technique of determination of competitiveness of the enterprise. There is a set of methods, which estimate competitiveness, but all of them unilateral or are brought together to the simple sum of indicators. And there is no uniform accepted technique.

In our work, the competitiveness assessment by a method of a complex assessment of competitiveness by means of SWOT analysis and a matrix of BKG has been carried out. This method has been chosen from all existing as it shows the real picture for the long-term period more precisely and allows to assess most objectively current situation in the market. Besides, it is complex and allows to estimate activity of firm comprehensively.

Recommendations about formation of the plan of marketing actions for increase of competitiveness of the studied enterprise have been developed. Also the recommendation about opening of a new drugstore is in more detail considered.