

## **STUDY PECULIARITIES MANAGEMENT OF ASSORTMENT POLICY UKRAINIAN PHARMACIES**

Bondarieva I. V.

*National University of Pharmacy, Kharkiv, Ukraine*

Currently, most pharmaceutical organizations, including pharmacies, carry out changes in the management practices aimed at improving the organizational structure, management of assortment policy and stimulation of introduction of changes in the workplace. The need for change is caused by the current economic situation, which places high demands on the adaptation of modern pharmaceutical organizations to rapidly changing market conditions and to improve the competitiveness of organizations. The main tasks of the modern pharmaceutical organizations are meeting the needs of people in medicines and medical products, increasing profit, sales volume growth, increased market share, in addition to the ability to adapt to the rapidly changing external environment. To perform these tasks, management of pharmaceutical organizations should change approaches to organizational change, making them manageable. To do this, highlight the features of change management in organizations that enable managers to plan and implement reform processes, to evaluate their effectiveness. Managers must clearly understand the position in which the enterprise is located at the moment and its desired state, as well as own algorithm of the desired changes in decision-making and management of assortment policy of Ukrainian pharmacies. Assortment policy is one of the most important tools and marketing components in the fight of its competitors. Assortment policy is one of the main activities of the marketing of each company. Especially this trend becomes relevant in the current conditions of transition to a market economy, when a product by the consumer are increased requirements for quality and range, and the effectiveness of the enterprise from the goods produced depend all the economic indicators of the organization and the market share. As international experience shows, the lead in the competition receives the one who is the most competent in the assortment policy, owns the methods of its implementation and can most effectively manage it. Market success is now a criterion for evaluating the activity of the domestic enterprises and their market opportunities determine correctly developed and consistently implemented product policy. It is based on the market and the prospects for the study of development, the pharmacy received the initial information to address issues related to the formation of assortment, its management and development.

The purpose of research is to study the features management of assortment policy Ukrainian pharmacies. For this study were surveyed heads of the Ukrainian pharmacies.

After processing the results peculiarities management of assortment policy Ukrainian pharmacies were studied. It was found that if the consumer asked for medicine or medical devices, which is not in the assortment of pharmacy, the 28% of heads of pharmacies automatically add this drug or medical product to the range of pharmacy, 28% of respondents offer a replacement medicine or medical product or reported against other pharmacies, 25% of the experts answered that information about the absence of drug or medical product is transmitted for management, after deciding a medicine or medical devices or added, or not; 19% of respondents indicated that periodically checks the top list of products in the assortment pharmacy.

Assortment management is activity aimed at achieving the requirements of the range of rationality. The main tasks of assortment policy are: customer satisfaction, the conquest of new customers, optimization of the financial results of the organization. Thus, it is necessary to consider the peculiarities of management of assortment policy of pharmacies as a way of increasing the quality of customer service and as a result, the method of increasing the profits of the pharmacies.