

PROCESSING OF APPROACHES TO OPTIMIZATION OF ACTIVITY OF WHOLESALE PHARMACEUTICAL COMPANY

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Introduction. The importance of the concept of marketing management as part of business management becomes more important in the study of the theory and practice of marketing policy improvements intermediary companies in today's economy. In the distributive sector should note a rather high concentration and predominant existence of large wholesale companies, which are gradually replacing small. The presence of well developed marketing component in the system of marketing is the key to improving the functioning and competitiveness.

Aim. The purpose of our research is to study components of management by of wholesale pharmaceutical company and to develop recommendations to improve its distribution activity.

Materials and methods. In our research we have used Methods of marketing research, economical analysis, SWOT-analysis, ABC-XYZ-analysis.

Results and discussion. Each organization has on the market some advantages and disadvantages. SWOT-analysis allows to identify the strengths and weaknesses that need most attention and effort for the company. To overall assessment of the company we was conducted SWOT-analysis on the base of expert estimations.

According to expert evaluations biggest advantage of the company is a broad customer base, wide assortment of products, low selling prices and flexible working conditions for clients.

Expert assessments indicate that most of the weaknesses are the lack of control warehousing, order picking low quality in case overload, high transport costs, excessive stock of specific nomenclature position.

The biggest threat is of insolvency of customers and changes in the level of prices, difficult economic situation, reducing the existing contracts with suppliers, recycling of products.

Opportunities of the company that are most important are the optimization of assortment policy, the introduction of FIFO in warehouse logistics, the integration of manufacturers.

Conclusions. The results of the SWOT-analysis establish that the investigated company has a number of strengths and opportunities in the pharmaceutical market. It can offer specific strategies of potentiating opportunities provided consideration and limit the impact of weaknesses and threats, which will provide the company a competitive advantage.