

ANALYSIS FOR MARKETING STRATEGIES OF PHARMACEUTICAL COMPANY

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Introduction. Today the pharmaceutical market is undergoing significant changes occurring managerial and organizational transformation. This makes it necessary to improve the activities of retail pharmaceutical enterprises on the basis of modern management techniques with the use of marketing tools. Marketing strategy to promote the company acquire particular relevance in terms of competition for the market.

Aim. Analyze the marketing strategies of pharmaceutical companies.

Materials and methods. The object of research is the process of formation and development of marketing activities of pharmaceutical companies in the current economic conditions. Theoretical generalization method, the method of analysis and synthesis, comparison method, statistical methods, methods of market research are used in the research process.

Results and discussion. There are one, two or multiple market segments that may be chosen by marketers of pharmaceutical company, and the options are between three broad approaches to the market: concentrated marketing, differentiated marketing and undifferentiated marketing.

Products have not set the position, although market segmentations have been chosen. In customers' mind, the buying power is quite much affected by brands or product's position. The first thing that companies need is to explore whether the product are taking a place in customers' mind. To the question: Why did you buy the drug of this firm? 70% of respondents answer - low price. From this we can conclude that the decisive role in the choice of the drug plays its price. Also, the brand plays an important role. 60% of people (especially older people) choose the drug is already well-known brand and reluctant to buy pharmaceutical product unfamiliar or unknown new brand, even if the product price is lower than that of the well-known competitor.

Marketing strategic planning is a useful management tool to help the company does better work and learn how to compete in the future.

Conclusions. The marketing strategies of the pharmaceutical companies were analyzed. The components of complex pharmaceutical enterprise competitiveness factors identified. It was found that a favorable image, own brand increases the competitiveness of enterprises, attracting partners, customers, end users, increases sales volumes and facilitates the exercise of any commercial operations.