

STUDY OF COMPETITIVENESS OF UKRAINIAN PHARMACY NETWORKS

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Introduction. As studies have shown, in the national pharmacy network's system is not fully use modern tools of management of strategic competitiveness. Moreover the majority of pharmacy networks have not in the management system of such an important sub-system as «monitoring, assessment and management of competitiveness». Despite the presence of a considerable information database, the various methods of a comprehensive analysis, the statistics of pharmacy networks currently does not offer competitive use forecasting techniques of competitiveness, and accordingly does not involve analysis of the trends of competitive advantages in this segment of the pharmaceutical market. Implement in such circumstances, an adaptive marketing strategy is very difficult and sometimes impossible.

The aim is to study the competitiveness of Ukrainian network's pharmacies.

Materials and methods. The methods of peer review has been used in study.

Results and discussion. According to a survey of employees of network pharmacies different regions of Ukraine: Kharkiv, Chernihiv, Sumy, Lugansk, Donetsk, Cherkassy, Poltava, Zaporozhye, Vinnitsa, Kirovograd, Ternopil, Dnipropetrovsk, Mykolaiv, Kyiv, Kherson, Lviv, Odessa 402 questionnaires were analyzed by us. In the process of investigation it was of interest information about the changing trends parameters of competitiveness of network pharmacies in the dynamics of the last five years. It was found that 51% respondents of studied network's pharmacies reported an increasing of the competitiveness of their companies in the last five years, which indicates their effective work, with 37% of the experts pointed out that the competitiveness of their network's pharmacies hasn't changed and 12% – has been declined. There were parameters identified on which declined the competitiveness of the network's pharmacies: 29% experts reported a decline in individual competitiveness parameters, 20% respondents indicated a decrease in the number of the strengths of the network's pharmacies and the reduction of the integrated indicator of competitiveness of pharmacy, 16% experts noted increasing the number of weaknesses of pharmacies, in particular increasing labor turnover, threat of takeover by larger pharmacy networks, 15% of experts pointed to the reduction of satisfaction degree of customers of pharmacy's work.

Conclusions. Thus, the dynamics of changes of competitiveness network's pharmacies has been determined and the parameters by which declined the competitiveness of the network's pharmacies have been highlighted.