

ESTIMATION OF MANAGEMENT EFFICIENCY OF THE PHARMACY

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Introduction. The orientation of the economy on market development provides an objective necessity of marketing orientation, including pharmacy institutions. Current conditions of increase the dynamism of the environment of pharmacy operation, strengthening the fight for the consumer make special attention to focus on the problem of increasing the efficiency of economic activity. Under such conditions, it is necessary to develop areas of improvement of activity based on marketing, which makes it possible to increase sales volumes of medicines in the target satisfaction of consumers needs.

The **aim** of our work is to study the efficiency of business and management in the pharmacy.

Materials and methods. Methods of economical analysis, marketing research, statistics and forecasting were used in our research.

Results and discussion. The most important condition for performance of estimation of efficiency is to create in the pharmacy monitoring system of current activity, which is defined as the constant monitoring of the most important results of current economic activity. Management of the pharmacy must ensure full use of all available resources, which will lead to the achievement of high results in pharmaceutical business.

To achieve the aim the following tasks have been formulated: to analyze the impact of internal and external factors on the pharmacy; to determine the contribution of individual medicines in the total turnover of the pharmacy; to analyze the ratio of buyers to the pharmacy; to study the dynamics of the major indicators of the pharmacy business.

During our studies such indicators were calculated as: profitability of assets (property) (shows how much profit brings each cost one of assets), the value of the balance of the outcome at the beginning and end of the year, the profitability of current assets (indicator calculated for current assets); return on equity (this indicator measures the efficiency of use of the pharmacy capital, including charter and additional capital funds, reserves and retained earnings).

Conclusions. All margins are no normative value. Therefore, analysis of profitability ratios is useful only in the case when they are compared with previous years or with industry averages.

According to the results of the study have been developed recommendations aimed at optimizing business of the pharmacy in future.