

THE STUDY OF GENERAL STRUCTURE OF SALES IN THE PHARMACY

Tarasenko D. A.

Scientific supervisor: candidate of Pharmaceutical Sciences Kononenko O. V.

National University of Pharmacy, Kharkiv, Ukraine

socpharm@nuph.edu.ua

The activity of any pharmacy is aimed at getting stable income from the sale of medicines and medical products, expansion of its presence and retaining stable position at the pharmaceutical market. Well-formed assortment that fully meets the needs of different consumer groups provides the organization with stability and profitability even in the most difficult market conditions. Therefore, the optimal pharmaceutical assortment formation is very important for a pharmacy.

The purpose of our work was to study the general sales structure of the pharmacy.

During the research, we used the method of a system analysis.

A pharmacy chosen for the research is located in Lubny (Poltava region) in a very public place and requires a wide range of goods.

Based on the analysis of the sales of goods in this pharmacy in 2016, it was found that the assortment is mainly represented with medicines that make 71% of the total sales in the general structure. The sales of medical products made 10% of the general sales during the 2016 year. Medical devices, personal hygiene items, baby products, cosmetics, mineral water and other products provided 19% of the general sales during the 2016 year (Fig. 1).

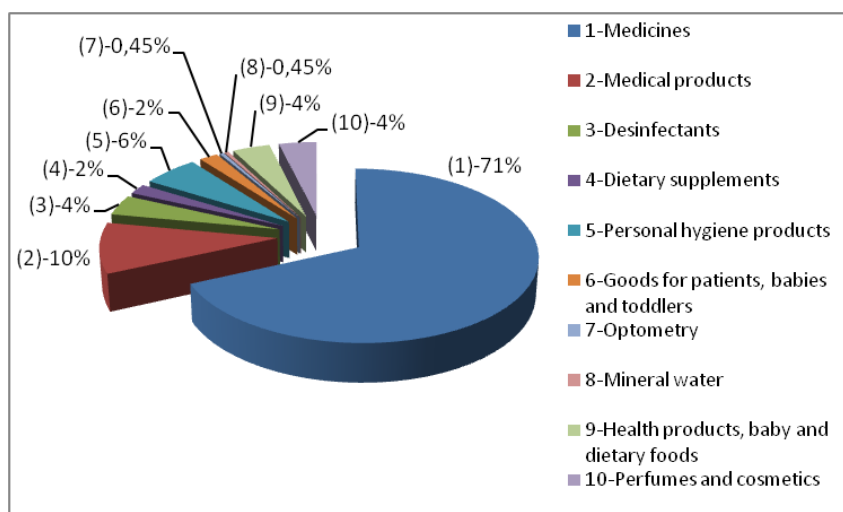


Fig. 1. The general structure of sales in the pharmacy in 2016 (Lubny, Poltava region)

Thus, further research on improving the assortment policy of this pharmacy should take priority medicines as an object of the research with prior definition of leading therapeutic groups.