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**THE STUDY OF COMPLEX OF MARKETING IN THE ACTIVITY OF
PHARMACY NETWORK'S STRUCTURES**

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Successful marketing activity of pharmaceutical companies depends largely on the planned efficiently and effectively constructed marketing mix (marketing mix). Marketing mix is a set of marketing tools, and set some structure which provides the company achieve this goal and solve of marketing tasks.

The aim of the work is to study the complex of marketing in the activities of pharmacies' network's structures.

The complex pharmaceutical marketing differs from the classic series of differences, which is primarily due to the social and ethical focus of pharmaceutical companies and focusing on providing top quality medication of the population. Feature pharmaceutical marketing is the specificity of drugs as goods, which in turn causes features such economic aspects as the specifics of the study and forecasting demand for drugs, advertising, products quality and innovation in the production and sale of pharmaceutical goods, pricing policy, taxation, credit and financial and other mechanisms. The pharmaceutical marketing has a well-defined specificity due to social and ethical channeling of pharmacies and features of drugs and medicinal goods as goods which, in turn, is appropriately reflected in the specificity of complex marketing problems pharmacies' networks. Transition to network retail formats causes changes in the marketing of certain tasks and the whole marketing mix of pharmacies. There is a number of unresolved issues that require scientific justification and practical solutions involving specialists in marketing. Pharmacies' networks like combining, a number of peculiar features compared with other marketing activities of pharmaceutical companies that must be considered in the study of the structure of complex marketing tasks. Marketing activities of wholesale and retail pharmacy chains and groups can be represented by a sequence of certain stages of the marketing mix throughout the market chain – from producer pharmaceutical goods to final consumers. A holistic coverage of the marketing of pharmaceutical wholesale and retail pharmacy associations and pharmacies' networks structures through solving marketing problems and tasks. The main marketing objectives pharmacies' networks should provide market research, marketing strategy development, planning of the company, assortment policy, pricing strategies, demand and sales promotion, monitoring, etc. The solution of which largely determines the commercial success of both individual retail structures and networks in general. Thus, the complex of marketing in the activities of pharmacies' network's structures was studied.