

ANALYSIS OF APPROACHES TO THE FORMATION OF ASSORTMENT IN PHARMACY NETWORKS

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Introduction. Assortment management is one of the most important functions of any enterprise. It is from the assortment largely depends the effectiveness of its work and success in general. At the present stage of development of the retail segment of the pharmaceutical market in Ukraine, which is characterized by a large number of pharmacy chains and single pharmacies, each pharmacy is forced to resolve the issues of assortment management on its own. And if you consider that more than 9000 trade names of medicines are sold in Ukraine, it becomes obvious that this is not an easy task. It is also quite natural when doing this work many people rely on expert opinions of specialists in purchasing departments or on the activities of their competitors. Nevertheless, today there are many methods of assortment management that are able to qualitatively change the activity of the pharmacy – to increase its efficiency.

The aim of the work is to analyze of approaches to the formation of assortment in pharmacy networks.

Materials and methods. The method of peer review has been used in the study and in practical activities to improve the management of assortment policy of pharmacy chains.

Results and discussion. Based on the results of a study of employees of network pharmacies in 2016-2017, 421 questionnaires were analyzed from different regions of Ukraine. During the research, information on the features of analysis and the formation of an assortment of medicines and medical products in network pharmacies was of interest. It was established that 46,32% of experts use a centralized approach to the formation of the assortment of drugs and medical products (when the assortment of pharmacies entering the pharmacy network is formed in the office); 19,00% of respondents use the decentralized approach (the assortment is created directly in the network pharmacies); 34,68% of specialists apply a mixed approach to the formation of the assortment of medicines and medical products (when the main assortment of pharmacies is formed in the office, and part of the assortment is formed at the level of the network pharmacy).

Conclusions. Thus, during the research, the approaches used to analyze and form the assortment in pharmacy chains have been analyzed.