

ANALYSIS OF THE USE OF MERCHANDISING IN UKRAINIAN PHARMACIES

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Pharmaceutical companies use a wide range of modern marketing instruments to promote medicines. When solving complex issues of introducing to the market and developing the promotion strategy, manufacturers actively use merchandising through pharmacies. Merchandising is an important element of the marketing communications aimed at ensuring the most effective pharmaceutical product promotion at the retail level. It's estimated as an effective tool of increasing sales, aimed at increasing the profit at the pharmaceutical market. A common law defines merchandising as creation of favorable conditions of sale: products with a corresponding name of the respective prices should be available in the right place at the appropriate time with appropriate promotional support.

At the same time, representation of medicines in pharmacy display cases and shelves depends on many factors: the features of the pharmacy's sales areas and the capabilities of trade equipment, the attitude of pharmacists workers to one or another medicine, the demand for medicines and consumer preferences, and also reflects the results of the activity of representatives of pharmaceutical companies in promoting medicines. Numerous rules of merchandising concern a pharmaceutical product (stock rule and rotation rule), the presentation of goods to the consumer (the face to the buyer, the rule of priority places and the rule of placing price tags), the placement of POS-materials, the rules of visual perception, etc.

At the example of venotonic medicines we studied the frequency of use in pharmacies of various tools of sale promotions as well as rules and principles of merchandising. We found that most pharmacies adhere to the principles of placing drugs on pharmacotherapeutic groups (40%) or adhere to this principle partly (40%). The observation showed that only 8% of drugstores use the pharmacotherapeutic group headings in the pharmacy shop windows. In 27% of pharmacies are used separate showcases, where the products of one manufacturer are exhibited. The principle of duplication (29%) and the principle of asymmetry (20%) are used most often in the pharmacies regarding venotonic drugs. The principle of placing venotonic drugs outside the group is used more rarely (18%) and the principles of "left to right" and "castle walls" are used even less often (15%).