

# MANAGEMENT OF MARKETING ACTIVITY OF THE DRUGSTORE

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The high level of the market saturation by medicines, degree of knowledge of consumers, high requirements of consumers to medicines, increase in quantity of drugstores are the reasons of an competition aggravation at the pharmaceutical market. It is quite clear that in the fight for consumer in modern conditions of competition environment, firms which as much as possible satisfy needs of the clients, providing them economy of money, convenience of acquisition of goods and effective communications, will win.

Vigorous marketing activity is a guarantee of financial success. Thus effective realization of a marketing complex provides commercial success of a drugstore, its steady position at the pharmaceutical market.

The purpose of our research is studying and the analysis of use of marketing complex components in a drugstore, development the directions of improvement in marketing activity.

As an object for research a drugstore working in Kharkov is chosen. It is engaged in retail trade of medicines, products of medical consumption, means of the hygiene, special foodstuff.

The SWOT-analysis method is used for establishment strong and weaknesses of the organization, and also opportunities and threats from environment. The SWOT analysis of the drugstore and also its two competitors has been carried out for comparing of conditions of internal and external environment.

Marketing activity of a drugstore at the market has been analyzed, an assortment of the drugstore has been studied, competitive advantages of the drugstore have been estimated.

A poll of a drugstore's visitors and inhabitants of the area using specially developed questionnaire for definition of their opinion about the key parameters defining formation of loyalty to a drugstore has been carried out.

Evaluation of the work of pharmacists according to "converting indicator" has been used. The motivating actions of sales promotion increasing indicators of purchases have been offered. Recommendations about improvement of estimation of level and quality of marketing activity of the drugstore have been developed.