

IMPROVEMENT OF LOGISTIC SERVICING PROCESS AT THE PHARMACEUTICAL COMPANY

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Object of research is to define the ways of increasing the efficiency of the logistics process of customer service at the pharmaceutical company in quality management.

Results of work were based on use of approach process development of advanced process model of logistic servicing at the pharmaceutical enterprise.

It is proved that logistic servicing of the pharmaceutical companies should be considered as a way of consecutive performance of functions and operations on ensuring supply of medicines of the corresponding quality to the client taking into account their individual needs for conditions of optimal expenses for a performance of the mission of participants logistic pharmaceutical chains on timely providing the population with necessary and qualitative medicines and commercial interests realization of participants of a logistic chain.

By results of research process model of logistic servicing at the pharmaceutical company was improved and adapted for requirements of the international quality standards and proper practices (GDP, GSP).

It is proved that results of researches will allow to increase quality of logistic servicing of the pharmaceutical company and also to increase efficiency of providing population with medicines.