

ASSORTMENT OF GOODS AS A CATEGORY OF MEDICAL AND PHARMACEUTICAL COMMODITY SCIENCE

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In accordance with DSTU 3993-2000, commodity science - the scientific discipline which systematically studies the goods during all stages of the life cycle, methods of knowledge of their consumer value, regularities of forming assortment and quality requirements for the efficiency of their production, circulation and consumption.

Considering the fact that the medical and pharmaceutical commodity science (MPCS) is part of non-food products commodity science, it is clear that it has its own subject, category, methodology and objectives.

The aim of this work is the definition assortment of goods in the system of knowledge MPCS/

In accordance with DSTU 2398-94, category - the result of the division of the universal concepts of a general nature that can be applied in principle to all subject areas.

Concepts form through a set of categories, shapes which are determination (definition), the conception and theory. Therefore, considering the MPCS as a system of scientific knowledge about medical and pharmaceutical goods, there are several major categories, namely *commodity*, *assortment of goods*, *product quality*, *consumer properties and consumer value*.

According to DSTU 3993-2000, assortment of goods - a set of products of different groups, sub-species and variations that are divided on a certain consumer, commercial or industrial feature to characterize the composition of the mass of commodities in different conditions.

Specificity assortment of goods as a category of the MPCS is a broad range, which is limited to the license terms in the market.

To assess the assortment of goods, in practice, it uses the term nomenclature of goods - the set of all assortment groups of goods and trade items that are offered for sale by the subject of specific market.

In the classic sense of assortment of goods as part of the categorical apparatus of commodity science we can highlight such indicators:

1. the breadth of assortment - the ratio of nomenclature of goods to assortment of goods;

2. completeness of assortment - is characterized by the number of positions of the nomenclature in relation to registered and approved for use goods;

3. depth of assortment - is characterized by a variety of dosage, concentration, or packing one type of goods;

4. saturation of assortment - describes the number of existing goods on the market;

5 harmony of assortment – is characterized by the degree of uniformity nomenclature in relation to the doctor and (or) the patient benefits;

6. completeness of use - characterizes rationality of assortment chosen by institution. Calculated as the ratio of assortment sold to the positions available for a certain period of time;

7. stability assortment - the ability of a set of goods to satisfy consumer demand;

8. assortment update degree - the quantitatively expressed ability of a set of goods to satisfy changed consumer needs through new products.

These indicators are conditional, but they make it possible to quantify the success of the assortment management of a particular pharmaceutical facility or facilities network.

In the development of any pharmaceutical product establishment policy needs a comprehensive analysis of allowed to use and existing drugs on the market, their dosages, packings, dosage forms, price characteristics, quality, novelty of and so on.

Analysis of assortment of goods in pharmacies is now the subject of study of pharmaceutical marketing, however, based on the definition of commodity, it is clear that using known tools, the MPCCS can develop as an independent scientific discipline that has its own categorical and instrumental apparatus and methodological grounds.

Thus, in this work we have outlined the concept of assortment of goods as the category of MPCCS.

Moreover, it has determined the relevance of using quantitative and qualitative indicators of nomenclature of goods for product policy and to evaluate the competitiveness of health care institutions that are engaged in retail and wholesale of finished drugs, medical tools, devices, equipment, chemical reagents, items of medical care, etc.