

RESEARCH OF EFFICIENCY OF ASSORTMENT FORMING AT THE PHARMACY

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Assortment policy is a system of measures to determine a set of product groups, the most desired for successful activities and to ensure the economic efficiency of the enterprise as a whole. Assortment policy establishes a link between the demands of the market, on the one hand, and the intentions and capabilities of the firm on the other. Task of assortment policy is in any given moment the goods produced by the company meets best the needs of consumers both quality features and quantitative volumes. The presence of wide assortment allows to satisfy the needs of different segments, to prevent the emergence of competitors, to provide price range and stimulate of leaders.

Expanding the assortment of pharmaceutical products in the pharmacy is a key success factor for pharmacy retailers. However, every pharmacy has to choose a policy of resource allocation: to buy a large batch of cheap drug, or just a few expensive packages.

The purpose of our research is to estimate assortment policy of the homeopathic pharmacy and formulating recommendations about increase of its efficiency.

The breadth, depth and stability of pharmacy assortment drugs have been analyzed. The largest assortment of the pharmacy is in such pharmacotherapeutical groups of medicines as NSAID, analgesics, antipyretic; cardio-vascular and drugs affecting the respiratory system.

A study (using questionnaires) influence of consumer behavior to management by assortment policy of the pharmacy have been carried out. It was revealed that most of consumers of homeopathic medicines are women (75%), about 40% of purchases make people age from 31 to 40 years, 80% are people who take homeopathic remedies for the purpose of adjuvant therapy, 70% of consumers are choosing homeopathic herbal, solid dosage forms have greater demand among consumers (83%). 45% of consumers prefer foreign manufacturers of homeopathic medicines, advertising has a strong influence on the choice of consumers (60%). When buying homeopathic remedies most important criteria for consumer are safety 60%, efficiency (22%), price (13%) and brand recognition (5%).