

INVESTIGATION OF THE STRUCTURE AND IMPORTANCE OF MARKETING TASKS OF PHARMACIES' NETWORKS

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The process of integration and consolidation taking place in the pharmaceutical market in accordance with the current trends of world globalization, contribute to the dynamic development and dissemination of pharmacies' networks. Establishing modern models of economic relations subjects' retail segment of the pharmaceutical market is accompanied by changes in marketing approaches to management of the pharmacy. Achieving functional goals and high financial and economic indicators for pharmacies' networks might adapts their marketing activities to the objective process of forming market space, quality tasks of social responsibility to consumers of drugs and society in general. Today marketing tasks pharmacies' networks are closely related with common tasks of pharmacies as a healthcare institution and play an important role in the process of socio-economic activities. In terms of commercialization of pharmaceutical business, increased competition and the simultaneous implementation of the principles of Good Pharmaceutical Practice pharmacies' networks should focus their efforts not only on profit but also the performance of social functions important for the entire population. Addressing marketing tasks pharmacies' networks at the appropriate level serves as an indicator of the effectiveness of their marketing activities and provide professional pharmaceutical care.

The aim of this work is to study the structure and importance of marketing tasks pharmacies' networks. The study was conducted using the method of expert opinion. According to the results survey found that heads of pharmacies' networks rated highest scores marketing tasks associated with analysis and planning assortment policy, analysis of activity of competitors and market research.

There are different ways of formation of pharmacies' networks. For the retail segment of the pharmaceutical market in recent years is typical process of creating pharmacies' networks in the wholesale or manufacturing plants, whose main goal is to promote their goods directly to the retail network, thus bypassing the secondary distribution network. There is also a way to create a network by combining individual pharmacies into a single network structure, but the approach is different efficiency is primarily due to the fact that in the suggested model is very difficult to attract large investments. Combining pharmacies can occur on a franchise when pharmaceutical companies began working on a contract basis under a single brand name network, part of which it was included. Choose how expanding network business depends on the policy of the network of the region, which plans to enter the network structure, level of development of the pharmaceutical services, the availability of powerful local networks of competitors and commitment of individual pharmacies operate under well-known brand without losing its own legal.