

## **RESEARCH OF MERCHANDISING RULES USAGE IN THE PHARMACY**

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The current marketing situation that exists on the modern pharmaceutical market has makes it difficult for the pharmacies to stand out with the exclusive assortment or pricing. An important way to keep existing loyal customers and attract new ones is creating an image of pharmacies by arranging comforting conditions for making the purchase. The key tools in this process are methods of sales promotion, including merchandising.

At present, the increased the amount of pharmacies contributes to the increased competition in the pharmaceutical market. The product range has grown considerably (dietary supplements, homeopathy, valeopharmacological drugs) and increased almost three times over the past 60 years, and in most cases by introducing a range of drugs analogues of different manufacturers. Thus, the amount of medicines offered in the pharmacy exceeds the demand. Pharmacies have to make considerable efforts to maintain competitiveness and maximize their earnings. Merchandising techniques, among other tools, may help maximize the turnover without needing to change pharmacy topography.

The aim of the study was to examine the usage of merchandising tools and methods in pharmacies. During the research the factors that influence the choice of drugs were studied. By analyzing the data obtained using the survey the dependence between the usage of methods and rules of merchandising and the turnover rates at the pharmacy was discovered.

It is proved that the prompt implementation of merchandising helps to increase the total revenue pharmacies, increase rates of turnover, help create a steady demand for a particular product, and makes it possible to attract new customers. Thus we can conclude that the usage of the merchandising methods and techniques allows to significantly improve the key performance indicators of the pharmacy.