

SALES ACTIVITIES OF PHARMACEUTICAL ENTERPRISE

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Sales activities must be organized in accordance with variable needs of the market and capacities of an enterprise itself. Solution of a problem of improvement of sales policy management is an actual issue for all participants of a system of sales promotion of products to the end consumers. Therefore, it is necessary to enhance quality and promptness of administrative tasks' approving to improve sales policy of pharmaceutical enterprises for providing population with medicines in sufficient quantity and owners' profit maximization.

The goals of this research was investigation of marketing decisions related to an enterprise's sales policy making and key factors ascertaining for pharmaceutical enterprise's success in distribution.

As informative backgrounds for the research, the data of financial report of the pharmaceutical enterprise «Chemist's «Interhospital»» were used.

During the research, the methods were applied as follows: Delphi approach (for marketing risks' evaluation in distribution, estimation of sales capacity level of enterprises etc.) and systematic analysis (within marketing research of enterprise for conception argumentation of sales management strategic marketing).

While implementing works, marketing decisions of sales policy of the enterprise were analyzed and the factors of pharmaceutical enterprise's success were ascertained.

Sales system applied by the enterprise is one of the factors of product's competitiveness. Therefore pharmaceutical enterprise should design an accurate sales policy. In competitive climate, manufacturing and non-manufacturing enterprises should have an effective marketing strategy of sales management.

Based on the analysis that has been conducted, the following outcomes were made: the marketing activities of enterprise are at the very low level, there is a decline in economic efficiency of marketing sales strategic management of the enterprise. Thus, the enterprise requires service improvement, establishing program of patients' loyalty rise, essential services introducing, and enlarging assortment of medicines.