

DEVELOPMENT OF THE DOMESTIC PHARMACEUTICAL INDUSTRY

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It is known that the pharmaceutical industry is one of the most socially important spheres of activities in any country. However, often imported drugs are characterized by their significantly higher prices, particularly for cancer patients. Accordingly, there are tasked to ensure domestic consumption of drugs is due to the national pharmaceutical production by Government to President of the Republic of Kazakhstan Nursultan Nazarbayev. So, in 2010 approved a program for the development of the pharmaceutical industry of Kazakhstan for 2010-2014, the main tasks which indicated issues of supplying the population with medicines produced domestically. At the same time, analysis of the development of the national production of drugs in the pharmaceutical market of Kazakhstan is a prerequisite for the implementation of this program.

It should be emphasized that the process control system of drug provision of the population, mainly based on market analysis of the pharmaceutical market in the country. We conducted an analysis and found that the amount of funds allocated to the health system of the Republic of Kazakhstan from the state budget in the period from 2005 to 2013 increased significantly. So if the 2005 budget was only 131, then in 2013 it was already 738,7mlrd. tenge.

According to information received from the information source "Farm exports" on the situation in the retail pharmaceutical market in the CIS, Kazakhstan is one of three countries that make up 80% of the retail pharmaceutical market in the CIS.

At the moment, the number of objects pharmaceutical services operating in the territory of the Republic of Kazakhstan in 2013, is 10,987, of which:

- The number of pharmaceutical production - 110;
- The number of retail drugs - 8133;
- The number of objects that implement the drugs through medical facilities - 549;
- The number of drug stores - 1660;
- The number of objects wholesale medical products devices and medical equipment -535.

At the same time, in 2013 71% of drugs in the Republic of Kazakhstan accounted for the largest pharmaceutical factory- JSC "Chempharm.

Thus, for the sustainable development of the pharmaceutical industry of the Republic of Kazakhstan should provide new best management practices based on market research of these processes for the harmonious development and other pharmaceutical companies.

In this regard, the issue of improving the efficiency of maintenance of the population of the Republic of Kazakhstan drugs domestic production is relevant and important in the current social and economical situation.

The aim of our studies is to develop methodological approaches to system development of domestic medicines in the Republic of Kazakhstan.

The objectives of the study include:

1. Definition of the situation on the pharmaceutical market in the CIS countries and abroad, the rate of the volume of the pharmaceutical industry;
2. Conduct market analysis import-changeable ability of domestic products;
3. The dynamics of drug consumption in the pharmaceutical market of Kazakhstan for 2008-2013;
4. For a discussion of the characteristics and classification of the availability of drugs;
5. Minimizing the cost of state procurement of drugs and medical devices, SPMFP
6. Development of guidelines for the creation and justification of organizational and functional marketing strategies of domestic drugs.

The objects of study will serve as:

- The need for medicines of domestic production,
- Domestic pharmaceutical enterprises of the Republic of Kazakhstan;
- Pharmacy and medical institutions of the Republic of Kazakhstan.

In this paper we will apply the following methods:

- Systems analysis;
- Marketing analysis.
- Method of expert evaluations.

The subject of the study are:

- Regulatory and legislative acts in the field of drug treatment;
- Statistics of the RK and the MEAS;
- The results of sociological research doctors and patients.

As a result of our research, we obtain new data that will determine the novelty of the research:

1. There will be first conducted comprehensive studies of domestic drugs, in order to determine their competitiveness for import substitution;
2. For the purpose of import will be developed organizational and functional diversification of the system of promotion in the market of domestic medicines and will be given its scientific justification.

In conclusion, it should be emphasized that the study of the pharmaceutical industry on the example of Kazakhstan JSC Chempharm, will solve the issues related to the promotion of domestic medicines and provision of the Republic of Kazakhstan to the fullest extent.