

STRUCTURE ANALYSIS ASSORTMENT OF MEDICINES OF DOMESTIC PRODUCTION

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Escalation of competition between foreign and domestic manufacturers of medicines, saturation certain segments of the market a large number of medications put the question of the formation expedient structures assortment by the domestic pharmaceutical companies. Analysis and evaluation of product assortment is an important step in the development of pharmaceutical company strategy and is the key to making effective decisions on improving assortment policy and improving the competitiveness.

Based on the foregoing, the purpose of our study is the structure analysis assortment of medicines Ukrainian production on the example on product portfolio of PJSC "Farmak", as the leader of the manufacturing sector of the domestic pharmaceutical industry.

During research drugs were grouped according to pharmacotherapeutic groups by ATC-classification and allocated a separate group dietary supplements. Structure of assortment of medicines PJSC "Farmak" according to 2013 is presented in Table. 1.

Table 1

The structure of the product range and sales of drugs PJSC "Farmak"

Group ATC Classification	Number of assortment position	Share of assortment position, %	Sales, thous. pack.	Share of sales, %	Income from sale, thous. UAH.	Share of income from sale, %
A – Alimentary tract and metabolism	53	16,26	11 030	11	442 623	25,42
B – Blood and blood forming organs	12	3,68	607	0,6	91 492	5,26
C – Cardiovascular system	36	11,04	10 585	10,55	134 368	7,72
D – Dermatologicals	15	4,6	2 924	2,91	49 787	2,86
G – Genito urinary system and sex hormones	16	4,91	651	0,65	21 127	1,21
H – Systemic hormonal preparations, excl. sex hormones and insulins	14	4,3	1 124	1,12	32 262	1,85
J – Antiinfectives for systemic use	16	4,91	4 207	4,19	141 290	8,12
L – Antineoplastic and immunomodulating agents	5	1,53	1 089	1,09	57 206	3,29
M – Musculo-skeletal system	19	5,83	2 349	2,34	4 121	0,24
N – Nervous system	37	11,35	23 427	23,34	215 148	12,36
P – Antiparasitic products, insecticides and repellents	2	0,61	162	0,16	1 770	0,1
R – Respiratory system	55	16,87	35 252	35,12	417 200	23,96

S – Sensory organs	29	8,9	6 353	6,33	76 086	4,37
V – Various	12	3,68	185	0,18	38 858	2,23
Dietary supplements	5	1,53	419	0,42	17 623	1,01
TOTAL	326	100	100 364	100	1 740 961	100

It is established that in 2013 the company assortment was represented by 321 medications of all therapeutic groups, and 5 dietary supplements. The maximum depth range is characterized by medicines that acting on respiratory system and acting on alimentary tract and metabolism (55 and 53 positions, respectively). Significant share in assortment are taken drugs, that acting on the cardiovascular, nervous systems and sensory organs. Least of all product portfolio is presented antiparasitic drugs, insecticides and repellents (2), dietary supplements (5), antineoplastic and immunomodulating medicines (5).

Conclusions about the prospects of each therapeutic group in terms of generating income can be done from the results of comparative analysis of attitude the share of sales volumes each group of medicines in physical and monetary terms (Table 2).

Table 2.

The distribution of pharmaceutical groups in the prospects for generating income

Most promising drugs ("income">"volume")	Promising drugs ("income"~"volume")	Unpromising drugs ("income"<"volume")
<ul style="list-style-type: none"> • B – Blood and blood forming organs; • V – Various; • L – Antineoplastic and immunomodulating agents; • Dietary supplements; • A – Alimentary tract and metabolism; • J – Antiinfectives for systemic use; • G – Genito urinary system and sex hormones; • H – Systemic hormonal preparations 	<ul style="list-style-type: none"> • D – Dermatologicals; • C – Cardiovascular system; 	<ul style="list-style-type: none"> • M – Musculo-skeletal system; • N – Nervous system; • P – Antiparasitic products, insecticides and repellents; • R – Respiratory system; • S – Sensory organs

As established by the analysis, the most profitable groups of medicines is drugs, that affect the blood and blood forming, antineoplastic and immunomodulatory drugs, dietary supplements and medicines, that influence on alimentary tract and metabolism. Should be noted, that these pharmacological groups are promising for implementation in production, because the share of income exceeds the share of sales volume and it will expand the product portfolio of the company, considering minimum depth range of these groups.

Thus, as a result of the analysis, it can be concluded that more than 30% of the assortment PJSC "Farmak" is taken medicines affecting the respiratory, digestive systems and metabolism. However, antineoplastic, immunomodulatory drugs, medications, that influence the blood and blood forming and dietary supplements are the most promising in terms of generating income and expanding product portfolio.