

RESEARCH THE COMPETITIVE POTENTIAL OF MEDICINES FOR PEPTIC ULCER

Al-Oufi H.A.T., Volkova A.V., Kotvitskaya A.A.
The National University of Pharmacy, Kharkiv, Ukraine
socpharm@nuph.edu.ua

In the conditions of the high competition in the pharmaceutical market (PM) when efforts of producers are more and more directed on creation of new competitive advantages and strengthening of the existing market positions, carrying out the systematic analysis of the competitive environment of the enterprise is actual. This will determine the direction of orientation the marketing activities of producers and effective use the competitive potential of medicines trademarks. One of the ways to increase market share and capturing profitable place among competitors in today's pharmaceutical market is the allocation of consumer medicines characteristics and securing the appropriate position in the consumer's mind.

The aim of our work was the research of competitive potential medicines for peptic ulcer at a group of omeprazole which are presented in the Ukrainian PM. In the analysis methods of the marketing analysis, comparative, graphic methods, and also data of analytical system of research of the PM are used.

The analysis of existing techniques for assessing the competitive advantages has shown that the following belongs to the main criteria of competitiveness medicines: indicators of consumer value, economic indicators, indicators of a level of demand on medicines in comparison with competitors. By results of consumer preferences and the PM analysis omeprazole, we have grouped competitiveness indicators according to the main components of the marketing mix. Thus, medicine assessment as "product" was carried out on indicators of a consumption level, trust to the producer and trading to brand. From the point of view of the marketing price tool definition of economic indicators assumed calculation of unit cost of a medical dose and average plan of treatment cost. The following became criteria of an assessment of the medicines competitive environment: a share in market a segment, an indicator of competitiveness and medicines existence in pharmacies. In determining the effectiveness of promoting omeprazole, awareness about a trademark of drugs among consumers was estimated.

Considering the calculated integral indices of consumer properties, price characteristics, conditions of the market environment and support level, we have constructed the map of omeprazole positioning in the market. It is established that positioning of trademarks by the Ukrainian producers ("Farmak", "Darnitsa", "Arterium") is carried out, mainly, being based on policy of promotion. Foreign producers ("Dr.Reddis", "Sandoz") give preference to consumer characteristics of medicines at creation of competitive positions in a market segment.

Thus, when examining the competitive potential of medicines at omeprazole group the indicators affecting the position brands on the market are defined the main and set priorities for positioning among manufacturers in this segment. The results of the estimates of the parameters positioning are the basis for the development of marketing plans and recommendations to enhance the potential of the different pharmacological groups.