

THE RESEARCH OF EFFICIENCY OF BUSINESS PROCESSES OF PHARMACEUTICAL COMPANY

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Introduction. Market pharmaceutical industry takes a special place in the social sector of the economy of each country. The activities of the pharmaceutical market takes place in the form of private enterprise, so all the processes of reorganization and restructuring of the pharmaceutical companies have the same final goal – improving business effectiveness. However, the specificity of the pharmaceutical business, its enormous social responsibilities imposes special requirements to the quality of its operations. In this context, pharmaceutical companies should be considered as special business system. The activities of the modern pharmaceutical enterprise is a series of business processes, representing a sequence of actions and decisions aimed at achievement of a certain goal, therefore as a whole the effectiveness of the company is conditioned by efficiency of their business processes.

Aim. The aim is research of effectiveness of business processes at the manufacturing pharmaceutical company. To realize the certain goal it was necessary to solve the following problem: to examine the theoretical basis and methodology of business processes; identify and summarize the criteria for assessing the effectiveness of business processes

Materials and methods. In the study we used the methods of systematic, comparative, retrospective analysis and methods of sociological research. Statistical, economic and other information is processed and analyzed with the help of modern computer technology.

Results and discussion. The Business-process of the pharmaceutical market is a series of interrelated functions and tasks aimed at making profit and representation of pharmaceutical services from creation to realization of pharmaceutical products. The main operational business processes of the pharmaceutical market include supply, production, marketing and sales. With that, a significant proportion of profits during formation of pharmaceutical services presentation, production and sale of pharmaceutical products are formed in the implementation of business processes of marketing and sales. They form a group of business process of marketing-oriented management of pharmaceutical market.

In order to optimize business-processes expedient implement a method that involves the stability of business projects as producer relationships with customers, suppliers and intermediaries. To realize the this thesis we propose implementation units integrated program Customer Satisfaction in individual business, which allows

increasing efficiency of key business processes. Measurement Customer Satisfaction – an usual practice for European companies. Customer Satisfaction Index is included a recommended performance indicators according IMA (Institute of Management Accountants). Ultimate program aims is increase customer satisfaction from the cooperation with enterprises. The program allows to assess all aspects of its business processes directly or indirectly and to make management decisions aimed at improving the efficiency of both individual business processes, and business in general. As the representative model of pharmaceutical companies was elected leader of the pharmaceutical market – JSC "Farmak". The main indicators of business process "producer – client" is: availability of own stock, deadlines delivery of goods, information accessibility, cost of services, the term of registration of cargo documents, openness, price policy, quality of work of personnel, availability of own fleet and the company's image. Results of the study are presented in Figure 1.

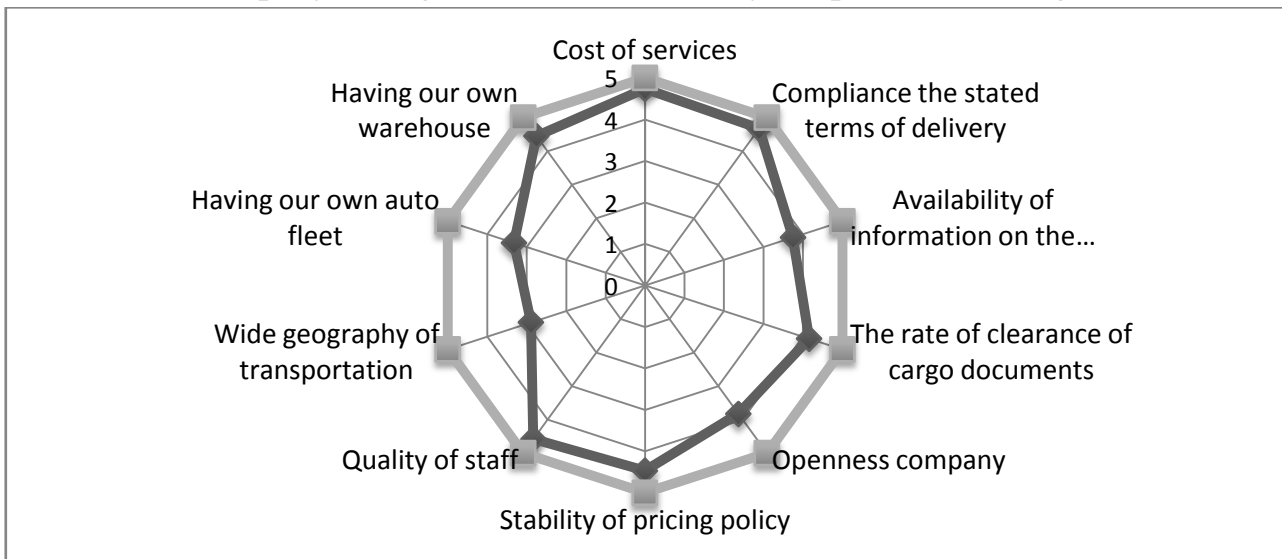


Fig. 1. Results of evaluation of certain business-processes at pharmaceutical company

Conclusions. Been determined that the in a market economy dynamic market environment presents the new requirements of the enterprise. The current market situation is such that most companies become aware necessity of activation of individual business processes as part of market sustainability of the whole enterprise. In order to increase competitive edges of enterprise offered to implement a comprehensive program of Customer Satisfaction, whose ultimate goal is to increase customer satisfaction from the cooperation with company. The obtained results indicate that 40% of business - processes, namely compliance with the terms delivery of goods, cost of services, pricing and quality of staff sufficiently effective and correspond to the maximum value chart, 30% of business processes, which are mainly the availability of information , terms of clearance of documents and openness company are close to their effective implementation, these as business processes as availability of own auto fleet and transportation geography latitude require improvement.