

THE STUDY OF THE COMPETITIVENESS OF DENTAL DRUGS

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Ensuring the competitiveness of enterprises, primarily depends on the competitive production of drugs involves identifying and play them those characteristics that best meet the requirements of consumers and as a result, ensure that there are profits.

During competitiveness refers to a set of consumer price and product characteristics that determine the preference of this product over others in terms of the general offer competing drug-analogues.

We had calculated the ratio competitiveness differential method for individual dental drugs.

Group dental preparations orientation requires comprehensive analytical study ever since undergoing dynamic changes of quantitative and qualitative indicators in connection with the registration of new drugs.

The aim of the study was to determine the competitiveness of dental drugs.

Defining competitiveness trademarks dental preparations carried out by comparing the number of sales of each brand based reporting materials of one of the pharmacies (c. Kharkiv).

The analysis found that the biggest indicator of competitiveness has Lisobakt drug, tablets for sucking number 10, and the lowest figure among the analyzed drugs has drug Stopanhin® spray.

Competitiveness factor greater than one have the following drugs: Lisobakt tablets for sucking number 10 (7,27); Trahisan tablets for sucking number 20 (1.26).

To determine the competitiveness of this group of drugs was conducted peer review. It was interviewed 50 experts – employees of pharmacies (pharmacists).

The studies were based on different ownership of pharmacies in the city Kharkiv and Kharkiv region.

It was found that most experts give preference to drugs: Trahisan, Lisobakt, Strepsils, Dekatilen.

Pharmacists were asked to indicate, in their opinion, the most important impact factors for consumers when purchasing dental drugs. The results shown 38% of respondents believe the most significant factor ratio "cost-effectiveness", 20% – knowledge of the drug's buyer, using previous experience, 18% – prescription, 14% – convenience dosage form, 10% – recommendations pharmacist. In view of the research further research should be directed to forecasting sales of dental drugs.