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Analysis of the results of the achievement of stability in the pharmaceutical business

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In a market economy, the pharmacy needs to pay more attention to assessing the effectiveness of trade, analysis of economic indicators and identifying reserves to improve their condition.

The pharmaceutical market is one of the sectors of the international economy that can generate excess profits for business owners, due to the specifics of the pharmaceutical industry, namely the constant demand for drugs and inelastic demand for them. However, in the context of intensifying globalization processes, domestic pharmaceutical companies cannot compete with global manufacturers. In Ukraine, the pharmaceutical industry is one of the most developed sectors of the economy and is considered very promising. Therefore, the issue of improving the competitive position of domestic enterprises in the global pharmaceutical market by increasing their financial stability is becoming relevant.

The purpose of this work was to analyze the methods of achieving sustainability in the pharmaceutical business. Under modern conditions, the leaders in the world pharmaceutical market are the United States and Japan. Today, Ukrainian companies are unable to compete in the international market with companies in highly developed countries, due to a number of factors.

The main problem of Ukrainian pharmaceutical companies is the lack of financial resources, because the foundation of the pharmaceutical industry is research, which requires a fairly large systematic investment. Ukrainian enterprises in the current unstable economic conditions in the country can operate only on the basis of their own financial resources, which makes it impossible for them to become strong players in the global pharmaceutical market.

To strengthen the competitive position of Ukrainian pharmaceutical companies in the global market, it is necessary to take the following measures: to expand the program of affordable loans for the pharmaceutical industry.

At the present stage, the Government of Ukraine has implemented a progressive policy to support the development of small and medium-sized businesses by providing affordable loans at low interest rates, but, in our opinion, there is a need to expand such programs to priority sectors of Ukraine's economy, in particular the pharmaceutical industry.

Thus, the methods of achieving sustainability in the pharmaceutical business are analyzed.

Digital Marketing: main types, features and advantages

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Acceleration of globalization processes in the modern world, the formation and development of the information society and economy necessitate the use of digital marketing. Traditional marketing tools are not effective enough in the context of digital marketing. In the information society, they cannot significantly affect the effectiveness of marketing activities of enterprises and their benefits. Digital marketing is the use of all possible forms of digital channels to promote the company and its products [1].

The introduction of digital marketing allows to create a transparent system of customer relations and instantly disseminate information based on the use of network communications. Among the advantages of digital marketing should be noted interactivity, i.e. active involvement of consumers in interaction with the brand of the enterprise; elimination of territorial restrictions; ease of access to Internet resources of the enterprise; real-time event management.

There are the following types of digital marketing [4]:

1) Email marketing is the sending of a commercial message, usually to a group of people via email. In the broadest sense, every email sent to a potential or current customer can be considered as email marketing. This includes the use of e-mail to send advertisements, business inquiries, and for sales or donations;

2) Content marketing is a form of marketing aimed at creating, publishing and distributing content to the target audience on the Internet. It is often used by businesses to achieve the following goals: to attract attention and attract potential customers, expand their customer base, generate or increase online sales, increase brand awareness or trust in it and attract an online user community. Content marketing attracts new customers by creating valuable and sharing free content. This