

As many years of experience show, for the successful and cost-effective use of biological products, it is necessary to constantly monitor their quality, since the vast majority of manufacturers of biological products, unfortunately, do not accompany their products with quality guarantees, which does not ensure the effectiveness of the use of biological products against pests in agrocenoses.

Therefore, today biological products should be used in well-developed programs that include constant monitoring of the phytosanitary state, which is quite relevant for further study.

### **Evaluation of competitive advantages of pharmaceutical organizations**

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In the conditions of competition in the retail pharmaceutical market, it is important for a pharmacy organization to study such phenomena as competition and competitiveness of market entities. Solving the problem of increasing competitiveness is inextricably linked with its assessment and formulation of conclusions about the degree of competitiveness of the pharmacy organization.

The purpose of the work is evaluation of competitive advantages of pharmaceutical organizations.

To assess the competitive advantages of pharmacies in Ukraine, we conducted a survey of 51 heads. It was established that the structure is dominated by respondents who perform organizational and managerial functions (87%), and another 9% are engaged in the sale of medicinal products and 4% in production activities. It was established that 54% of respondents are engaged in identifying and evaluating the competitive advantages of their pharmacy, while 69% of respondents consider it necessary to identify and develop them. It was determined that the dominant part of the respondents (96%) understand the essence of the pharmacy's competitive advantages, only 4% could not answer this question. It was established

that for 37% of pharmacy managers, competitive advantage is a set of factors that determine an advantage over competitors, measured by economic indicators. A quarter of respondents (27%) mean by this concept a set of characteristics, properties of a service or a brand that creates a certain advantage for the company. It was found that 19% of respondents took the definition where competitive advantages are considered as any exclusive, unique value that gives an advantage over competitors or an advantage of the organization in any field of activity. It was found that 17% of respondents associate the considered category with distinctive features of the pharmacy in the eyes of consumers. Thus, evaluation of competitive advantages of pharmaceutical organizations was conducted.

### **Evaluation of growth points on the sites of pharmacy chains**

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Today, the consumer should become the main priority and the most important link in the activities of the subjects of the pharmaceutical goods market at all levels. Only with his direct participation is it possible to consider the quality of pharmaceutical care not only as a set of objective characteristics, but also as a set of subjective assessments. Studying the factors that shape consumer behavior in the drug market, which influence the choice and use of pharmaceutical products, which are the basis of the actions of a person who has applied to a pharmacy, will allow to study the possibilities of a targeted influence on the application and raise the quality of providing pharmaceutical assistance to the population to a new level.

The purpose of the work is evaluation of growth points on the sites of pharmacy chains.

For analysis, we selected 6 popular pharmacy sites and the most common scenarios of user behavior on similar sites. For new users, we evaluated the sites according to such general criteria as: the possibility to purchase this product;