

RESEARCH OF COMMODITY POLICY OF PRODUCTION PHARMACEUTICAL ENTERPRISE

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The modern terms of pharmaceutical market development are characterized by the uncertainty of external environment, strengthening of competition, at the market, growth of requirements of users to quality of medications and terms of service. It is especially important for the pharmaceutical enterprises to adapt the commodity policy to the terms of market, simultaneously taking into account the necessities of society, as medications are the products of high social meaningfulness.

Research of commodity policy of pharmaceutical production enterprise includes such stages: the comprehensive study of assortment of produced medicines according to pharmacotherapeutical groups and medical forms, analysis of dynamics of sale, SWOT-analysis of enterprise, ABC-analysis of sales, forecasting of sale volumes of produced medicines, formulation of recommendations about the improvement of commodity policy of the enterprise.

A research object is a pharmaceutical enterprise LTD «Pharmaceutical Company «Здоров'я». As a result of SWOT-analysis the strong sides of enterprise are the reliable monitoring of market, flexible policy of prices, introduction of GMP, high qualification of personnel, adjusted sale network. Among threats are: strengthening of competition, unstable currencies course, decline of living standard of population, appearance of analogical medicines. Possibilities include introduction of new publicity technologies, development of informative industry, appearance of new suppliers, and improvement of management.

The next stage of our researches was the analysis of dynamics of products sale in the last few years, which shows that relatively considerable slump of sales volumes is connected with period of economic crisis.

The ABC-analysis of medicines was conducted on the basis of index of profit from a sale. The group A includes 4 medicines which provide 50% of the profit. This group is perspective and it deserves a maximum of marketing efforts. The group B includes 15 drugs of company profit (profit share is 30%). The group C includes 115 medicines with total profit share 20%.

XYZ-analysis was conducted on the degree of predictability of selling drugs. Forecasting of sales was conducted by the example of drugs for cardiovascular system and showed a positive trend of sales in future periods.