

RESEARCHING OF INFLUENCE OF ECONOMIC FACTORS FOR FUNCTIONING OF NIGERIAN PHARMACIES

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Today there is instability of the political situation of Nigeria, the rapid changes in exchange rates, introduced new laws and regulations, changing market structures, new technologies revolutionizing production processes, there are also many other factors. The ability of pharmaceutical organizations to respond and adapt to these environmental changes is one of the most important components of success. Therefore, it is necessary to analyze the impact of external factors macro-and microenvironment for effective functioning of the organization.

The aim is to justification of the scientific and practical approaches to assessing the impact of economic factors of the external environment for work of pharmacies of Nigeria.

While working to achieve the set goal, it was carried out a questionnaire of managers of pharmacies. As a result of researching was differentiated impact of economic factors of the external environment to work of Nigerian pharmacies. The highest share of positive assessments given the following factors: structure of acquisitions medicines, the development of medical insurance, the growth of gross domestic product. To the destabilizing factors were attributed, which evaluated a large proportion of negative evaluations, changes in exchange rates, the unemployment rate, the inflation rate, due to the unpredictability and difficulties of forecasting and planning of Nigerian pharmacies' activity.

Analyzing and consideration of economic factors of macroenvironment is a very important process for survival pharmaceutical organization in modern conditions requiring watchful monitoring, impact assessment of factors and establishing links between factors, and the opportunities and threats that make up the environment. Thus, the results obtained at this stage of the research allow concluding that the study of the influence of economic factors external environment is an integral part of successful activity of pharmacies.