

## **ANALYSIS OF MAIN ADAPTIVE MEASURES FOR PHARMACEUTICAL ENTERPRISES**

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Today for increasing the competitiveness Iraq's pharmaceutical enterprises is appropriate implementation of new technologies to pharmaceutical companies, modernization of production by the rules of GMP; improvement of the legal base area; transition to advanced technologies and quality standards in the Iraqi pharmaceutical industry; of scientific advances and innovations in practice pharmaceutical manufacturers; the development and implementation of measures to promote products promotion Iraqi pharmaceutical manufacturers, active opposition to the spread of counterfeit goods and illegal drugs, implementing and defending the principles of free competition, protect the interests of the Iraqi pharmaceutical industry in the legislature, executive and judiciary power.

The aim of this work is to analyze the main adaptive measures for Iraq's pharmaceutical enterprises.

For solving this aim market research was conducted by us using method expert estimations.

Thus the main adaptive measures for Iraq's pharmaceutical enterprises are: changing assortment policy of the company, the implementation an effective pricing policy, the search for new distribution channels, development and implementation of effective marketing strategy, participation in conventions, congresses, conferences, seminars, workshops and develop and implement a strategic program of pharmaceutical enterprises. The lowest commonly used were the following adaptive events: information and communication staff, insurance against the risks of changes in the external environment and creation MIS software and marketing analysis, respectively, creation information systems needed to control all possible changes in the external environment and creating CRM-system.

Recent data show a very low level of information technology for pharmaceutical enterprises.

Thus, the received results on this stage of research allow doing a conclusion that the management by the changes is inalienable part of successful activity of production pharmaceutical enterprises. The management by the changes helps to avoid such negative effects and factors, as decline of productivity, resistance to the changes from personnel, exception of workers from a labour process, professional exhaustion, dismissal of workers by their own desire, conflicts between workers, slow introduction of changes, deviation from work, division of personnel on «we» and «they». Thus, after analyzing the major changes taking place in the external environment, there is a need to develop models of adaptive control for pharmaceutical companies, which made us on the example of Iraq's pharmaceutical enterprise.