

СЕКЦІЯ: ЕКОНОМІЧНІ ТА СОЦІАЛЬНІ АСПЕКТИ НОВИХ ТЕХНОЛОГІЙ
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**ДЕЯКІ НАПРЯМКИ УДОСКОНАЛЕННЯ ПЛАНУВАННЯ ДІЯЛЬНОСТІ
ФАРМАЦЕВТИЧНОГО ЗАКЛАДУ**

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**SOME DIRECTIONS FOR IMPROVING THE PLANNING OF THE
PHARMACEUTICAL INSTITUTION**

The experience of modern pharmaceutical organizations testifies in favor of the introduction into practice of their management activities of the latest management technologies, in particular - marketing approaches and management focused on quality.

In the practical activity of pharmaceutical institutions in the modern socio-economic and socio-political conditions of development of the economy of Ukraine and the pharmaceutical industry, in particular, the question of improving the activity of pharmacies is becoming more acute. Since the rapid development of pharmaceutical Ukraine's industry is accompanied by an increase in the number of pharmacies and a significant increase in competition in the market. Therefore, in the struggle for customers, the quality of their service during the purchase becomes important.

This applies to all areas of retail trade and services to the population in Ukraine, including the provision of comfortable conditions for consumers to purchase medicines and medical supplies. The range of pharmacies today is formed not only by medicines and products medical purposes, but also various biologically active additives, cosmetics, hygiene items, means for care of children. As a result, consumers have the opportunity to choose the pharmacy that will best meet their needs. Therefore, pharmacies have to make significant efforts to attract customers, maintain competitiveness and achieve maximum profits.

Along with the expansion of assortment policy, there is a need for active involvement of the psychological component in the process of functional activities of employees of pharmacies on the sale of medicines. The decision on the methods and techniques of attracting consumers and stimulating their purchases are made by the heads of pharmacy organizations.

Information about pharmacy customers allows management to adjust approaches to the formation of market policy of the pharmaceutical institution, to better understand the desires and needs of consumers.

It is well known that the actual and potential buyers of our country are determined by limited solvency compared to the population of Western countries. Modern pharmacies have to win over their customers, keep existing, regular visitors and attract new ones who visit competing pharmacies, so the quality of service is the key to commercial success: the customer loves when it is well served. World experience shows that consumers of all ages are growing demands on the level of service. The modern client, focused on civilized pharmacies, where the purchase process has become a comfortable pastime, prefers quality drugs that match the price. Therefore, in order to determine which pharmacy the consumer will choose, it is necessary to identify the factors influencing his choice.

References:

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