



MERCHANDISING AS A TOOL TO IMPROVE THE COMPETITIVENESS OF MODERN PHARMACIES IN UKRAINE

Mahbaz Y., Ovakimian O.

National University of Pharmacy, Kharkiv, Ukraine

socpharm@nuph.edu.ua



Introduction

- ✓ NOW a significant number of pharmacies
- ✓ Pharmacies offer a fairly WIDE RANGE OF PRODUCTS
- ✓ The conditions of fierce COMPETITION
- ✓ MERCHANDISING is a tool to increase pharmacies' profits

Aim

to characterize merchandising as a tool to improve the competitiveness of modern pharmacies in Ukraine.

Materials and methods

the method of open source analysis
the method of system analysis

Results and discussion

MERCHANDISING is a tool by which pharmaceutical products are placed in the pharmacy so as to maximize the visitor's interest, evoke emotion and encourage him/her to make an impulse purchase of an over-the-counter medication or other pharmaceutical product that is dispensed without a prescription.

BASIC REQUIREMENTS:

- the use of merchandising principles is allowed only to stimulate sales of those drugs that are dispensed without a prescription;
- the effect of the placement of promotional materials (POS-materials), the use of which involves merchandising, depends directly on the area of the pharmacy;
- the arrangement of drugs on the shelves ("lay-out") must comply with all legal requirements. Drugs must be placed strictly by group and in accordance with the storage conditions specified by the manufacturer;
- providing the pharmacy with the necessary and sufficient inventory;
- seasonality of demand for medicines.



customer loyalty

MERCHANDISING

is necessary to stimulate successful retail sales in the pharmacy. But at the same time, the main goal of merchandising of pharmacies is not only to increase profits, but also to increase customer loyalty of pharmaceutical products.



pharmacy profit