

## **FEATURES OF MARKETING IN THE PHARMACEUTICAL MARKET**

The degree project has a complex structure, and any work like this involves many questions about the specifics of the market.

The topic of my diploma is "Strategic planning of the company "Medior" in the Ukrainian market".

The starting point for choosing the topic of the project was results of marketing researches of pharmaceutical market and the functioning of its businesses.

Despite the fact that in general industry is developing under the general laws of marketing, development strategy must take into account the peculiarities of the relations of the target audience to pharmaceuticals:

- Unlike many other possible purchases drugs may seriously affect health. Therefore the attitude to promotion of medicines much more cautious, than to promotion, for example, tables and chairs.

- There is some contradiction between the effectiveness of the drug and its safety. The combination of conflicting parties in the positioning strategy often leads to distrust, as the experts, as end users.

- The reason of buying medicines is not to take pleasure of using, it's necessity.

- In the process of selection and purchase of drugs involved not only a seller and a buyer, but also a doctor or a pharmacist. So the buyer can't participate in deciding on the purchase of prescription drugs.

It should be considered features of Ukrainian customers:

- Focus on quality of life is not a reason for selection of medicines. The Ukrainians attach less importance to the convenience of a drug (a form of release, number of appointments per day, taste, and so on), They are more focusing on the effectiveness of drugs.

- Focus on appearance in Ukraine, as well as in Europe, is significantly high. The "visible" dosage forms, for example, patches for smoking cessation, are puzzling and requiring further clarification.

- Theoretical ignorance of Ukrainian consumers. In European countries there are "disease awareness campaigns" (educational campaigns that increase knowledge about diseases, causes and consequences). For many years they are a part of the social programs of the State, and only as a consequence, the lever for medicinal drug promotion.

All the above characteristics as accurately as possible help to formulate the strategy of the enterprise and ensure the effective functioning of the company in the pharmaceutical market.