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DEVELOPMENT OF THE PRODUCER'S MARKETING PLAN OF INFORMATION AND MARKETING SYSTEM LIKIS

One of the development trends of a pharmaceutical market is automation of drugstores activity, which helps to form orders very quickly, promotes the supply of commodities optimization, and improves the quality of clients' service.

The aim of this research is to develop a marketing plan for a private enterprise "Information and Marketing System" (IMS), which works at the Ukrainian software market for drugstores. The firm has about 5000 clients from all over Ukraine. IMS deals with providing information and marketing services and development with further promotion of the Information and Marketing System LIKIS. The cost of monthly subscription fee for the access to the system LIKIS is 250 UAH.

The main idea of the LIKIS program is the pharmaceutical Informational Center which collects price-lists of producers and wholesale pharmaceutical firms from the whole Ukraine, processes them in a special way and transfers them to the System users in the shortest possible time.

In order to form a marketing plan segmentation of programs, the market for drugstores was implemented with the help of grouping method. As a result of segmentation 2 target segments were sorted out: Ukrainian drugstores and wholesale trade enterprises of medical drugs and medicinal equipment.

Marketing plan is one of important parts of the company plan, which contributes to making right decisions with reference to the marketing activity.

In the process of marketing planning the mission of the firm was defined: helping the enterprises, which work on the current pharmaceutical market. The aim of the firm is to increase clients' quantity.

In order to define internal and external marketing factors, which influence an enterprise, a SWOT analysis was carried out.

Table 1

SWOT analysis

Opportunities	Threats
<p>The necessity for drugstores in developing their work.</p> <p>The necessity for drugstores to implement control of medicaments registration period;</p> <p>Increase of interest of drugstores towards automation.</p>	<p>A big quantity of similar programs-competitors.</p>
Strength	Weaknesses
<p>12 years presence on the market.</p> <p>Opportunity to update and develop a program constantly.</p> <p>Appearance on the fourth place of a system in the rating of specialized programs for drugstores.</p> <p>Simplicity of installing a system on a user's computer.</p>	<p>Absence of regional representative establishments in the regions of Ukraine, except for Dnipropetrovsk;</p> <p>Connection with clients only through telephone or through e-mail.</p>

Based on the SWOT analysis it can be said that the enterprise has very favorable conditions for widening a customer base. It should develop a program in order not to fall behind their competitors, and to pay a lot of attention to serve their clients.

In order to determine the marketing strategy of the firm, the Ansoff's growth strategy matrix was used.

	Existing product	New product
Existing market	The strategy of deep penetration into the market	The strategy of a product development
New market	The strategy of market extension	The diversification strategy

Fig. 1. Ansoff matrix

On the basis of Ansoff's matrix, one can draw a conclusion that the firm keeps to the strategy of Deep penetration into the market.

Within the limits of realization of the Deep penetration into the market strategy, the marketing program of the firm was created.

Program of product policy is aimed at constant updating and improving the program LIKIS. Program of pricing policy means keeping the existing connection fee; hooking up the second and the following computers is not 250 but only 85 UAH. Program of allocation policy is to attract new customers and retain the existing ones. Program of communication policy is the creation and constant updating of their own site, advertisement on the Internet, sale promotion with the help of providing the first trial working month with the system free of charge.

On the basis of the conducted research the marketing complex was developed, which includes the following stages:

1. Free trial working month with the system.
2. Conducting the specialized site which includes full information about the program.
3. Providing consulting services to their own clients and potential clients by telephone.
4. Placement of the System advertisement on the specialized pharmaceutical, medical, and search sites.

As a result of the marketing plan realization it is planned to increase the client base by 20%, which corresponds to the marketing target.