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## Perfection of Retail Trade by Pharmaceutical Production in the Russian Federation

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### Abstract

*Optimization of informational flows in system of chemist's inquiry facilities is necessary for increasing of competitiveness of the chemist's enterprise. As a result of the carried out research it is shown, that existing directory systems of the retail chemist's enterprises conditionally can be classified into three groups. However all of them the interaction with the client on all possible channels of a communication of information is failed. Thus, the part of clients remains unsatisfied, all opportunities of formation of loyalty of buyers are not involved. We offer model of management by informational flows "client - drugstore" in the form of the contact - centre. Outsourcing, in-house or hosting the variant can be chosen chemist's establishment after the detailed economic analysis.*

The pharmaceutical branch concerns to number of the major branches and in many respects defines the decision of social and economic problems of development of all economy of Russia, realization of national projects. It is necessary in modern conditions to raise a level of competitiveness for heads of pharmaceutical commercial firms constantly. Kind competition in the pharmaceutical market forces the enterprises to be transformed: to introduce structural transformations, to update management methods, to change specificity of customer relationships and partners in business. In the big degree it concerns to the retail chemist's enterprises - a final point of realization of a pharmaceutical product too. Thus there is actual to research opportunities of development and application by the chemist's enterprises of new methods and the technologies of management providing effective commercial activity of the given organizations, increase of their competitiveness.

The major problem, in opinion of authoritative researchers, is «maintenance of an innovational way of the development». «Developing new technologies, introducing of new competitive services and gaining of new segments of the market are key factors of steady economic development of modern chemist's branch», authors mark. The authors carry perfection of manufacture to the basic internal factors influencing achievement of the innovational purposes of the chemist's enterprise. One of the methods is optimization of informational flows «drugstore - client». It is

introduction of highly effective system of interaction with the client - the chemist's contact - centre. Introduction of the contact - centre can lower expenses increase profitability and provide to the enterprise steady competitive advantage. Practice of work of the contacts - centres in retail points of the various foreign and Russian companies receives the increasing distribution. The question of introduction in pharmaceutical activity of innovations for formation of steady and long-term competitive advantages in the market is actual. In the essence they should be directed on radical perfection of the organization of an economic system of the medicinal help to the population with all concepts inherent in it: fundamentality, radicalism, efficiency and, mainly, efficiency. One of ways is perfection of management by informational flows in system of chemist's inquiry facilities. At the present stage the development of the communication technologies it is necessary to systematize the informational flows "drugstore - client" in the form of the modern communication centre. The call-centre is its prototype.

The history of the call-centres began in 1878 when Bell Telephone Company opened a first-ever telephone exchange (New Haven, state Connecticut). In 1876 the American teacher of school of deaf mutes Alexander Gell received the patent for the device precisely enough reproducing height, force and colouring of a human voice, having submitted the application 2 hours earlier than physicist E. Gray, the verdict of scientists on patent is interesting: «Practical value has no». Since then more than 100 years