

Pharmaceutical marketing concept marketing research directions and methods of comprehensive marketing research in the Pharmaceutical market [ABC analysis view]

⇒ 5 - marketing research methods

In order to create a company development strategy situational analysis is used which is a set of methods that help determine the company's place in the surrounding business environment identify its strengths and weaknesses and find the features of the product that affect business development

5:1 ⇒ the basis of ABC analysis
born from the English activity based
costing cost analysis based on the
type of activity is based on the

Pareto Principle taking into account the fact that

B-12-15 days group C-20-30 days

Based on the ABC analysis it is possible to ~~can~~ create ~~map~~ map of the layout of pharmacy

⇒ 5.2. VEV analysis allows you to assess the rationality reasons of spending financial resources to do this all medications prescribed