

Marketing Research Methods

① ABC Analysis -

-Also known as activity based costing - is based on the pareto principle. Taking into account, the fact that 80% the Company's total sales volume is achieved through no more than 20% of turnover the Sharmacy assortment can be divided into

4 - includes all products whose sales volume accounts for up to 80% of total volume

13 - Includes up to 15% of total

c - all products that account for 5% of total sales

② VEN analysis

allows you to assess the rationality of spending financial resources. Allows you to determine priority drugs in accordance with international practice of dividing them into 3 groups. (vital), Essential, Non-essential

3

ABC VEN analysis

- is a method of medical and economic analysis that allows you assess the of pharmacotherapy and drug provision quality of of medical institution

STEP Analysis+ 4

S-Social T technological & Economic p-

political

is an approach to identifying social factors and, political factors that have economic an direct or indirect impact on the organization and its work.

⑤ SWOT analysis

- is a method, by which the features of a product and external influences on it. are studied, strengths, weaknesses, opportunities. threats

6

Three-level product analysis

- is a multi-level model, It distinguishes product by design

~ Actual product

~ goods with support