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## ANALYSIS AND WAYS OF DEVELOPMENT OF THE BELARUSSIAN PHARMACEUTICAL INDUSTRY

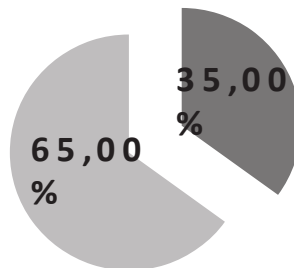
Today on Belarussian pharmaceutical market production of both foreign, and domestic manufacturers is widely presented and, at first sight, it isn't possible to average consumer to find differences in them.

The purpose of my research is to answer the following questions: By what criteria do Belarussians choose medicinal preparations? What factors have the greatest impact on the choice of a drug? Do we trust Belarussian pharm-producers?

With the aim to have a valid, objective answer to these relevant questions, I have analyzed answers of respondents and came to the following conclusions.

### Consumer's choice

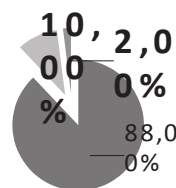
■ Belarussian drugs ■ Imported drugs



Thus, the majority of respondents prefer imported medicines rather than Belarussian ones.

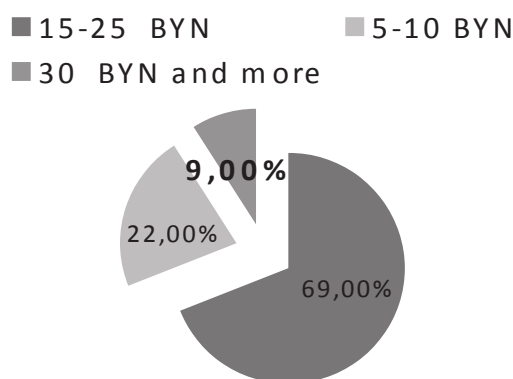
### Justification of the choice

■ Doctor's prescription  
■ Recommendation of family, friends  
■ Self-selection



Only a small part of consumers is able to choose the necessary medication by themselves. The overwhelming majority trusts the doctor's prescription for the drug. The same effect has the previous experience of taking medicines from friends and family. Another is the price range, acceptable to the consumer.

### Price preferences



Why Belarussians do not trust domestic pharmaceuticals? This phenomenon has a number of reasons. First of all, potential customers are not well-informed about the presence of Belarussian analogues of foreign drugs. Foreign pharmaceutical companies, unlike the Belarussian companies, are actively engaged in marketing and distribution activities. As a result, their products are recognizable and sold. As it was mentioned earlier, the vast majority of consumers are guided by the recommendations of medical professionals while choosing a drug. In this case, medical workers also do not have up-to-date and reliable information about the availability of high-quality medical preparations of Belarussian origin.

Secondly, given that the price factor is important for customers, it should be noted that Belarussian medicines are several times cheaper than imported competitors. What's more, they are not inferior to them in quality and efficiency. As for the distrust of Belarussians in domestic pharmaceuticals, it is conditioned by stereotypes and attitudes prevailing in the society, rather than objective information and modern data.

It should be mentioned, that the main task of the domestic pharmaceutical industry is to show consumers that Belarussian preparations are not worse than imported ones, their quality has been checked and proved by numerous studies. More attention should be given to marketing activities, promotion of existing and development of new drugs that have no analogues abroad. Thus, Belarussian pharmaceutical companies will be able to strengthen their positions in the domestic market and expand the range of exporting products.