

THE RELEVANCE OF INCREASING THE COMPETITIVENESS OF ENTERPRISES IN THE PHARMACEUTICAL INDUSTRY OF UZBEKISTAN

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ABSTRACT: The article considers the main directions and methodological recommendations that contribute to improving the level of competitiveness of the enterprise of the pharmaceutical industry.

Keywords: competitiveness; directions for increasing competitiveness; pharmaceutical market.

As world practice shows, the pharmaceutical industry is one of the strategically important and rapidly developing sectors of the economy of any modern state. This industry is characterized by stable and high production growth rates. Pharmaceuticals are considered high-tech and knowledge-intensive production processes, due to the fact that the level of supply of medicines to the population is the main indicator of social development of society and an indicator of well-being [4].

The concept for the development of the pharmaceutical industry of the Republic of Uzbekistan in 2020-2024 is aimed at organizing stable activities of the pharmaceutical industry, aimed at ensuring a high level of quality and effectiveness of pharmacotherapy and prevention of diseases of the population, and ultimately helps to increase the duration and improve the quality of human life.

Reform of the pharmaceutical industry is designed to help ensure the country's drug safety, modernize the pharmaceutical sector, create new knowledge-intensive and high-tech industries, increase the export of pharmaceutical goods and services, stimulate advanced scientific and technical developments and minimize dependence on foreign markets [1].

The pharmaceutical market is one of the most dynamic and important segments of the global economy, as it is directly related to the health and quality of life of the population. At the end of 2022, the pharmaceutical industry was characterized by positive growth dynamics and an increase in the number of manufacturing enterprises, which reflects the trend towards rapid development of the industry [4].

This contributes to increased competition in the pharmaceutical market and necessitates the search for directions and ways to increase the competitiveness of pharmaceutical enterprises.

This article examines several key areas that help improve the competitiveness of pharmaceutical companies.

In the modern pharmaceutical market, we can highlight the main directions and methods for increasing competitiveness.

Firstly, reducing production costs. This reduces the cost of production of drugs and other pharmaceutical products, which leads to lower wholesale and retail prices. Various strategies and methods can be used to achieve this goal. The use of innovative technologies with process standardization and automation optimizes the production process. The introduction of energy-saving technologies and the development of waste management systems can reduce energy costs and minimize disposal costs.

Secondly, improve product quality. High quality ensures the safety and effectiveness of medicines and affects consumer confidence in manufacturers. Compliance with high quality standards allows you to confidently compete in the market, attract new customers and maintain the loyalty of existing customers. Various measures are used to improve product quality, including compliance with quality standards, implementation of quality management systems, use of innovative and advanced production technologies, continuous monitoring and analysis of product quality, and employee training.

The areas of reducing production costs and improving the quality of manufactured products are the most important, since the main factors influencing competitiveness are quality and price [1].

Thirdly, expansion of the sales market. Expanding the sales market and entering new markets has a positive impact on the financial and economic performance of a pharmaceutical enterprise and contributes to increasing its competitiveness. Market expansion strategies include geographic expansion, entry into new market segments, vertical integration, contracting, and business networking. [2].

Fourth, the use of marketing tools. Marketing activities allow you to increase company awareness and form a positive opinion about the manufacturer. It is known that, under the same conditions, the buyer prefers products from well-known or familiar pharmaceutical companies to brands with which he is not familiar. [1].

These areas are common to all companies in the pharmaceutical industry, but there are some additional factors to consider that impact competitiveness. Thus, manufacturers of innovative drugs, “blockbusters” and drugs for organs have the highest level of competitiveness in the pharmaceutical market [5].

As a result, it is possible to formulate methodological recommendations for increasing the competitiveness of a pharmaceutical enterprise, consisting of several stages.

The first stage is to assess the competitiveness of a pharmaceutical enterprise, where it is necessary to study the market environment and analyze the industry level of competitiveness.

The second stage is to assess the potential of our own research centers. Here we consider the possibilities of creating and producing original medicines or other proprietary products that ensure the competitiveness of the enterprise in the long term. [5].

The third stage includes an assessment of the material and technical base, as well as conditions for ensuring stable operation of the enterprise.

At the fourth stage, production and sales volumes are planned, the quality and quantity of purchased raw materials are determined.

The fifth stage includes the development of investment projects, including production characteristics, registration of medicines, marketing activities to create demand, and sales promotion.

At the final sixth stage, the investment project is launched and its implementation is subsequently ensured [3].

In conclusion, it is worth noting that the current capacities of domestic manufacturers cover only about 27% of the needs of the population and medical institutions for medicines and medical products. At the same time, in developed foreign countries such as the USA, Germany and France, the share of the domestic pharmaceutical industry in the total pharmaceutical market of these countries is more than 75%.

Comprehensive, large-scale work is underway in the republic to raise the pharmaceutical industry to a new level of development and create conditions for its transition from an investment to an innovative development model.

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