

On the main directions IMPROVE DRUG PROVISION OF REPUBLIC OF KAZAKHSTAN

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Abstract: This paper presents the results of marketing studies of drug provision of the Republic of Kazakhstan at the regional level, the example of JSC "Himfarm", located in South Kazakhstan region, Shymkent. To achieve the goal we have performed STEP-analysis, which revealed the social, technological, economic and political factors affecting the development of the regional pharmaceutical market.

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Introduction

Despite the fact that the market for drugs of Kazakhstan (RK) represented 90% of imported drugs, the proportion of pharmaceutical production in Kazakhstan is growing over time. At the present time in Kazakhstan there are 115 entities that are licensed to manufacture drugs, the range of more than 760 titles.

The work of pharmaceutical companies focused on the concept of social-ethical marketing, the main condition of which is not only to ensure the long-term prosperity of the enterprise itself, but society as a whole.

In the Government Programmer "Adaptation of certain sectors of the economy during the transition period in Kazakhstan accession to the WTO," three groups in terms of production of medicines.

The first group includes the Joint Stock Company (JSC) "Himfarm", released in 2005 to 18 million dollars of drugs. United States (about 45% of Kazakhstan's pharmaceutical products.)

Operational decisions in the management of the pharmaceutical industry based on marketing analysis of the situation of affairs, and also short-term trends.

In this regard, the development of methodological approaches to organizing production and marketing of domestic pharmaceuticals in Kazakhstan is an urgent and very necessary in today's socio-economic conditions.

PURPOSE: To identify factors macro-affecting drugs on sale of domestic production at a regional level.

Materials and methods

The object of our study was the activity of JSC "Himfarm" on the production and sale of drugs. The subject of the study were: regulatory and legislative acts in the field of drug treatment in the Republic of Kazakhstan, Ministry of Health statistics (MOH) RK, RK statistics, accounting data of JSC "Himfarm."

Marketing research based on a thorough and comprehensive study of the needs of actual and potential consumers of drugs on the analysis of the status of their production and supply.

To achieve this goal we have implemented STEP - an analysis that is one of the methods for analyzing long-environment that allows you to identify opportunities and threats in relation to the object being analyzed.

Important factors driving environment was divided into four categories: social (s-social), technology (T-technological), economic (E-economic), political (P-political).

By far, we understand macro-environment, characterized by the fact that we can not influence it and control it.

We analyzed compliance with basic rules of this tool, which helped to ensure its practical significance.

Results

The main factors influencing the development of the pharmaceutical market in Kazakhstan, are the high rates of economic development of the country and quite effective government regulation of the chain manufacturer-distributor - pharmacy. Equally important is the lack of VAT on drugs and the relatively low degree of political risk, which makes Kazakhstan's pharmaceutical market more attractive to employers.

At present, the potential of Kazakhstan (availability of raw materials, scientific and technical potential) can increase the production of drugs to a volume of 35-40%, which will significantly reduce dependence of import. But there are a number of standard problems that to some extent, hamper the development of the pharmaceutical industry in Kazakhstan. We have clearly laid out the problems with the help of STEP - analysis.

These include a complete physical and moral depreciation of production facilities pharmaceutical profile. Fixed and circulating assets do not provide a reproduction does not allow to increase production capacity for the creation and implementation of the industrial production of modern medicines. Due to lack of funds for modernization, lag in the introduction of modern technology, most businesses large producers do not have the international quality certificate ISO 9000, GPP, GDP, GMP and GLP. As a consequence, not all produced in Kazakhstan medicines meet international standards [1, 2].

Further, it should be noted administrativno imperfect - a legal code, which must not become punitive and preventive. It also requires a mandatory review of various regulations relating to business in Kazakhstan. In this regard, we believe that we must strengthen the position of professional organizations, including the Association of Support and Development of pharmaceuticals.

Flawed tax policy that promotes the transition of small and medium-sized businesses from trading to manufacturing.

The taxation system for trade and production should be differentiated because the turnover of capital in the trade is much faster than in manufacturing [3].

Registration of substances, the value added tax (VAT) and customs duties on equipment and raw materials are pressing problems that put drug makers Republic of Kazakhstan at a disadvantage to foreign producers. To produce drugs in Kazakhstan have to register substances and drugs of the same substance, to pay duties and VAT on raw materials and equipment, while Western companies importing finished products only, without paying any fees or VAT, they only record the finished drug means on

entry. To the manufacturer of Kazakhstan to bring the drug to the market need 2-3 years, while foreign only 4 months old. Under these conditions, costs and registration, as well as duties and taxes are imposed on the price of the finished product.

Unattractive to foreign investors, the production of medicines due to the small capacity of the consumer market, low population density, low purchasing power of population and health budget, the imperfection of the legislative framework.

Lack of investment in the pharmaceutical industry can not decide these issues.

Discussion

The territory of Kazakhstan has rich natural resources of plant origin, are the source for the production of extraction products. Vegetable materials and is now the only industrialized significant for a number of essential anti-cancer drugs. In this regard, appropriate and cost-effective to develop this industry phytochemicals [4].

Many medications contain compounds of metals of different groups, which are used in the form of salts, bases, and in its purest form. The presence of the ROK-developed steel industry, its natural resource endowments allow without significant cost to organize the production of cheap chemical substances [5].

The presence in the ROK animal raw materials, large salt deposits, deposits of other types of mineral raw materials (tsialita, bischofite, gypsum, chalk, smectite) and enterprises for their processing can develop these areas of the pharmaceutical industry [6].

The Republic of Kazakhstan is a promising "platform" for growth in the pharmaceutical industry [7].

The global structure of the pharmaceutical industry brendigovoy there niches that can take the producers of the Republic of Kazakhstan, to provide the market original drugs. For example, in developed countries is not profitable to produce drugs to treat tuberculosis and cancer. Therefore, manufacturers of the Republic of Kazakhstan may be taking this production niche, especially as the operating time of the original drugs for the treatment of these diseases are available [8,9].

In this research the authors developed guidelines on "Methodological approaches to the diversification strategy to promote domestic production of drugs," which are approved by the Republican Center for Innovative Technologies for Medical Education and Science Ministry of Health of the Republic of Kazakhstan (Minutes № 2 from 25.02. 2011).

Thus, we carried out a critical analysis of the pharmaceutical industry of Kazakhstan with STEP analysis helped identify key areas for improvement to ensure the domestic population of drugs: an advantageous geographical location, rich natural resources, coupled with the influx of foreign investments will allow to get away from dependence on raw materials and be economically independent pharmaceutical industry, to take a vacant niches, presenting the original domestic market for pharmaceuticals.

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