

# Pharmacognosy and Medicinal Plants

## MANAGEMENT — MARKETING CHANNELS ON THE PHARMACEUTICAL MARKET IN TRANSITION COUNTRIES

**Veselin Dickov**

University of Novi Sad, Serbia

**Background:** The main goal of research presented in this paper is to show development and verification of the model for the evaluation, selection and ranking of Management-Marketing channels through which products find their way to their final users, i.e. patients, entail less controversy compared to pricing issues, but there is still a range of specific features determining the activities and the intermediary chain in this process. Decision-making on marketing channels needs to be viewed in the light of the interaction of all marketing mix instruments.

**Methods:** The methodological approach is based on the general theory of supply chains, quality management system, business processes management and requirements of stakeholders.

**Results:** The main results of research aiming to the verification of the model for evaluation, selection and ranking of the task of marketing channels on the pharmaceutical market is similar to marketing channels tasks for any other type of products. The originality of this research is reflected that comes down to a clear and simple formula – that the right goods must be in the right place at the right time, in the right form and quantity, and with reasonable costs.

**Conclusion:** Pharmacies stretch their product range and assortment, especially in the sphere of OTC products and other auxiliary medicinal devices. Web presentations of pharmacies are a normal phenomenon in Serbia as well.

[vdickov@hotmail.com](mailto:vdickov@hotmail.com)