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THE BASIC PRINCIPLES OF BUSINESS PROCESSES MODELING OF MARKETING-ORIENTED PHARMACEUTICAL ENTERPRISE MANAGEMENT

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Summary. The aim of the article is a synthesis of modeling business processes principles of marketing-oriented pharmaceutical market, enterprise management.

Based on the results of the study there are formulated the main principles of modeling business processes, marketing-oriented pharmaceutical

enterprise management. The use of which will enable the system management pharmaceutical company to determine effective management of its trading activities, pharmaceutical products dynamic inventory and control of business processes, marketing-oriented pharmaceutical enterprise management.

Key words: *modeling principles, business processes, marketing-oriented management, pharmaceutical pharmaceutical enterprise.*

Purpose. The aim of the article is a synthesis of modeling business processes principles of marketing-oriented pharmaceutical enterprise management.

Method. In the research process are used: the methods of a systematic approach, adaptation techniques (for a formalization of the principle of the process adaptability of pharmaceutical services effective provision to the consumer in accordance with demand for the pharmaceutical products), methods for constructing structural models of demand (for a formalization of the principle of adopting the marketing-oriented management decisions in the pharmaceutical company taking into account the forecast of case studies of the pharmaceutical market dynamics), methods of mathematical programming (to formalize the principle of pharmaceutical companies optimal logistics processes), methods of structural-functional approach for the formalization of the principle of forming an integrated information

system of continuous data collection, storage, processing and marketing information analysis).

Results. Based on the results of the study there are formulated the main principles of modeling business processes, marketing-oriented pharmaceutical enterprise management. The use of which will enable the system management pharmaceutical company to determine effective management of its trading activities, pharmaceutical products dynamic inventory and control of business processes, marketing-oriented pharmaceutical enterprise management.

Scientific novelty. There are improved principles of business processes modeling of the marketing-oriented pharmaceutical enterprise management.

Practical significance. The results focused on growth enhancing the capacity of pharmaceutical company adaptation to the changing conditions of the pharmaceutical market and increase competitive advantage with minimal resources.

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