

Also, external factors help to determine and predict what the organization expects in the event of the successful achievement of its goals and, conversely, in the event of failure. The main components of the analysis are: competitors, suppliers, customers and so on. There are a sufficient number of methods for strategic analysis of the external environment, consider some of them [1]: SWOT analysis, designed to obtain an assessment of the strength of the enterprise in the market, to assess the strengths and weaknesses of the organization; PEST analysis is an analysis that examines the political, economic, social and technological external factors that in the future affect the organization's strategy and subsequent action plan; The profile of the environment and the method of weighing each factor is designed to compile a profile of the external, internal environment of the enterprise and its immediate environment; The model of the five forces of competition (according to M. Porter) is used to analyze competitors.

Conclusion. Analysis of the external environment of the organization is very important for building an organization's strategy and a very complex process that requires constant attention to changes in the situation, assessing factors and establishing a connection between factors and those strengths and weaknesses of the organization, as well as opportunities and threats that exist in the external environment. This fact is undeniable that, without knowing the external environment, the organization will not be able to exist. The organization studies the environment in order to ensure the successful achievement of its goals, develops a strategy for interacting with environmental factors that provides it with the most comfortable, stable and resilient coexistence.

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DEVELOPMENT OF PHARMACOLOGY IN THE WORLD ECONOMY

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Резюме – В данной статье рассмотрены проблемы фармацевтической отрасли, а также отражены идеи по ее улучшению, проведено сравнение белорусской фармацевтической отрасли с мировой. В настоящее время очень большое внимание уделяется фармацевтической отрасли.

Эта тема особенно актуальна во время пандемии, которая сейчас стремительно развивается.

Resume – This article discusses the problems of the pharmaceutical industry, as well as reflects ideas for its improvement, and compares the Belarusian pharmaceutical industry with the world. Currently, a lot of attention is paid to the pharmaceutical industry. This topic is particularly relevant during the pandemic, which is now rapidly developing.

Introduction. Pharmaceutical industry is one of the most complex branches of the chemical industry, characterized by a large number of sub-sectors, a high level of R&D and huge capital expenditures. The products of the modern pharmaceutical industry are becoming increasingly important for protecting the health of an ever-increasing global population.

Main part. Pharmacology is the science of the interaction of chemicals with living biological systems, it comprehensively examines a medicine used for the treatment and prevention of various diseases and pathological conditions, as well as the mechanism of drug influence on organism.

Every year, more and more modern pharmaceutical manufacturing plants are being opened, and more and more successful work is being done on the development, introduction into production and launch of high-quality medicines.

Currently, pharmacology plays a major role in building the economy. The pharmaceutical industry is currently one of the most important sectors of the world economy, which has a serious impact on the situation in neighboring areas: healthcare, insurance business, Finance, etc. At the same time, the increasing knowledge intensity of pharmaceutical production ensures the close development of intersectoral relations with many industries, such as petrochemistry, biotechnology and the military-industrial complex.

The fact that Belarus has developed a unique drug for the treatment of brain tumors, which increases the life expectancy after surgery by 1.5 times compared to foreign analogues, also shows that the Belarusian drug is 50 times cheaper than foreign analogues. In the country, a drug for stomach cancer, the only drug in the world that is at the finish stage, is at the stage of completion of the study. Anti-cancer hydrogels are being actively created. The drug is in production in the form of biosalphets that dissolve themselves, and is used for the removal of tumors in the head and neck. A drug for the treatment of blood cancer in children has been developed and widely used [1].

The work of all pharmaceutical companies in Belarus is aimed at providing the country's population with safe, effective and high-quality medicines. In the Republic of Belarus, there are enterprises and laboratories that own a number of unique productions, such as those that produce insulin, endocrine and biotechnological products, psychotropic drugs, drugs for the treatment of cancer, tuberculosis, and many others. The Ministry of health of the Republic of Belarus is carrying out large-scale work on the modernization and technical re-equipment of pharmaceutical production, training of qualified specialists, development of new

import-substituting medicines, and increasing the production of domestic medicines. Only medicines that have been passed state registration can be manufactured and sold in the Republic of Belarus. To do this, the country has adopted and legislated quality standards for the production of medicines, allowing them to be sold only after passing quality control [2]. In fact, the Republic's drug market is integrated into the world market. Belarus exports its pharmaceutical products to the international market and actively cooperates with other countries in order to achieve the following goals: joint production of medicines; increase in export; implementation of projects in the field of pharmacological genetics; construction of joint modern pharmaceutical enterprises; expansion of cooperation in the field of health and medical science, pharmacology; establishment of pharmaceutical plants on the territory of other countries; presentation of the potential of Belarusian pharmaceutical industry and much more. However, there are also problems:

- to successfully sell medicines abroad, Belarusian pharmaceutical companies lack a competent marketing policy that would promote Belarusian products on the foreign market. Unfortunately, Belarusian medicinal products are not always presented in modern design packaging;

- by all indicators, Belarusian drugs are identical to foreign analogues, but they are cheaper than imported ones. However, many doctors and patients have less confidence in domestic medicines than in imported ones. I believe that this is due to the fact that currently there is a generation of doctors whose professional experience was formed at a time when the range of Belarusian medicines was not presented at all. There is also a problem in the shortage of narrow-profile specialists in small and medium-sized cities—doctors who, in turn, would study the entire range of medicines in depth and could correctly and universally prescribe Belarusian medicines, but instead, broad-profile specialists do not go into the study of the spectrum of action of Belarusian medicines and prescribe imported medicines, assuming that they are more effective;

- a huge share in the final price of a drug is taken by operations for purchasing raw materials and selling finished products through intermediaries. Sometimes the share of intermediaries in the total cost of a medicine reaches up to 50 %, which makes this medicine unreasonably expensive. The solution to this problem is especially relevant today, when the world is in a fierce struggle for sales markets and price competition;

- access to foreign markets of licensed drugs. For example, the license for a unique drug developed in Belarus for the treatment of brain tumors was sold to Switzerland due to lack of funds for a complex of expensive tests for registering the drug abroad;

- a serious danger is the penetration of counterfeit medicines into the Belarusian market, which can damage people's health, so only domestic pharmacology can protect against such threats.

Ideas to improve the situation:

- active attraction of foreign direct investment in the creation of new original domestic medicines;
- increasing the export potential of pharmaceuticals;
- to develop in new directions of pharmacology, for example in pharmacogenetics;
- increase production and dynamic development of innovative products;
- increase the competitiveness and investment attractiveness of pharmacology.

Conclusion. Belarus has shown good progress in the development of the pharmaceutical industry in recent years, ensuring an increasing presence of domestic medicines on the market every year, and boldly entering the foreign market. It is necessary to further increase the percentage of Belarusian and imported medicines in the direction of Belarusian ones, making them accessible to all categories of the population and effective in terms of medicinal properties.

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THE LATEST TRENDS IN DAIRY INDUSTRY IN BELARUS

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Резюме – Статья рассматривает ключи к успеху молочной промышленности в Беларуси. В ней дан краткий обзор усовершенствований ассортимента, положительных сдвигов в законодательной сфере, регулирующей отрасль и в целом о ее либерализации, что вносит свой вклад в общую картину успеха.

Resume – The article considers the keys to success in the arena of the dairy industry in the Republic of Belarus. It outlines great improvements in the sphere, the main trends regarding range of products, liberalization of the industry and etc. Some changes in the regulatory framework are also mentioned, as they contribute a lot in its success.

Introduction. The dairy industry is considered the basis of the agro-industrial complex of the Republic of Belarus. Sustainable provision of abso-