

SOCIOLOGICAL EXAMINATION OF THE CONSUMERS OF MEDICINAL COMPANY'S RESOURCES "UPSA"

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In the course of physician-sociological study of the consumers LS of UPSA company important features to target auditorium (the segment) of the population, preferring product of this producer are received. Together with that in the course of the pilot project is revealed row new aspect consumer estimation LS, influencing upon shaping the demand that demand that requires continuations of the study for fortification position to UPSA company on Russian pharmaceutical market.