

## **THE MARKETING ANALYSIS THE FITOSREDSTV OF THE AS-SORTMENT RUSSIAN MARKET**

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In the last decennial events of the achievement of the pharmaceutical science promoted the significant expansion of the arsenal of the medicinal facilities, amongst which before 40% accounts for facility from medicinal vegetable cheese. The marketing studies market fitoremedy have not got due attention, as has served the motivation given studies. Urgency it is conditioned as well as the other reason consumer and social-economic nature.