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STATE-OWNED AND PRIVATE PHARMACIES IN BELARUS

Государственные и частные аптеки в Беларуси

The Purpose of project is to find out which type of pharmacies is more comfortable and convenient for the consumer. In my research, I will compare two types of pharmacies: public Belpharmacy and private The Health Planet and Alpha pharmacy. First, I will describe the characteristics of pharmacies. Then I will present the results of my comparative analysis. Finally, I will draw conclusions.

The first known pharmacy was founded in Minsk in 1620. It was at the monastery and served the local population, providing medicines and medicines. In the 18th and 19th centuries, the number of pharmacies began to open in large and small cities. Following the collapse of the USSR in December 1991, significant changes occurred in the pharmaceutical sector. State pharmacies were unable to cope with shortages of drugs and supplies, leading to the emergence of private pharmacies. Private pharmacy chains such as The Health Planet and Alpha began to emerge in the 1990s, responding to the need for more affordable and diverse medical products.

First of all, there are 3 main groups of factors influence consumers in pharmacies: internal factors, external factors and pharmacy criteria.

Internal and external factors mean what do people pay attention to first, namely first impression, availability of any product regardless of time, word of mouth.

Pharmacy criteria: location, opening hours, product range, branding, pricing, demographic data and social status.

These factors contributed to the development of pharmacy services. As a result of these factors, there was a need for private pharmacies that could provide better and more affordable service.

Alpha pharmacy – private pharmacy. It offers high-quality products: medicines, dietary supplements, medical cosmetics, medical products, equipment, healthy, snacks and much more. Pros: large network of pharmacies throughout Belarus, wide range of products, monthly promotions. Cons: queues, high prices.

The Health Planet – private pharmacy. It Offer high-quality products: medicines, dietary supplements, medical cosmetics, healthy, snacks and much more. Pros: wide range, quick response to customer feedback, flexibility in work, quality of service. Cons: not always transparent conditions, high prices).

Belpharmacy – state pharmacies operate under the Ministry of Health. It follows uniform rules, which makes them standardized and affordable. Financing is provided from state budgets. Belpharmacy did not always cope with providing the population with medical services and medicines for a number of reasons: lack of funding, low quality of service, limited range, etc. Pros: available everywhere, affordable prices. Cons: there are no imported drugs, working hours are standard, narrow selection of drugs, disability to provide for the population with medical services and medicines.

In conclusion: state pharmacies are chosen because of the low cost and prevalence, but due to the lack of imported drugs consumers have to turn to private pharmacies that have domestic and imported products in their assortment, but higher prices. For most consumers is more convenient to overpay but buy in one place, than to go to several pharmacies. That's why most people choose private pharmacies (80 %) and the rest choose state pharmacies (20 %).

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ECONOMICS OF INFOBUSINESS

Экономика инфобизнеса

In this article we will look at the economic model of infobusiness and explain why such projects generate such a significant income. In the study we will look at the main ways of monetising blogs and online channels, focusing on the most profitable method – selling emotions, promises and motivation. We will also raise the question of the value of such courses and trainings, finding out whether they are useful for consumers or only serve as a tool to keep them in the buying cycle. Any major blog is a business project. Even if it was first conceived as a hobby, as the audience grows, any channel requires investment – time and money – and therefore turns into quite an economic capital. Another question is what the return on investment in blogging is: judging by last year's tax raids, top Russian bloggers earn hundreds of millions of roubles a year. But where does that kind of money come from?

There are three main ways to make money in blogging: monetising your site, selling advertising and selling your products. With the first two everything is more or less clear.