

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ «ЗАПОРІЗЬКА ПОЛІТЕХНІКА»

Кафедра підприємництва, торгівлі та біржової діяльності

**СТРАТЕГІЧНІ ПРІОРИТЕТИ РОЗВИТКУ
ПІДПРИЄМНИЦТВА, ТОРГІВЛІ ТА БІРЖОВОЇ
ДІЯЛЬНОСТІ**

**Матеріали III-ої Міжнародної науково-практичної конференції
(11-12 травня 2022 року)**

м. Запоріжжя
2022

СЕКЦІЯ 4. «КОНКУРЕНТОСПРОМОЖНІСТЬ ПІДПРИЄМСТВ В УМОВАХ ТРАНСФОРМАЦІЇ ВІД ЛІНІЙНОЇ ДО ЦИРКУЛЯРНОЇ МОДЕЛІ ЕКОНОМІКИ»

UDC 615.38:614.2(477)

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RESEARCH OF UKRAINIAN BLOOD SERVICE MARKET PROBLEMS TO ENSURE COMPETITIVENESS

Rapid changes in the market situation are forcing companies to look for ways to increase the competitiveness of their products. The same applies to health care facilities, blood services in particular.

The topic of blood donation has become an important topic of research in the field of marketing, as marketing strategies can help increase the competitiveness of both the individual blood center and the industry as a whole.

Various aspects of the activity of blood service institutions in Ukraine are presented in the works of domestic and foreign scientists. Most of the work concerns the current elements of the institution and the organization of work, ensuring the required level of quality and evaluation of results [1-2].

At the same time, there is almost no work to increase the competitiveness of the blood service with the help of marketing tools.

One of the first steps in developing measures to increase the enterprise's competitiveness is the analysis of existing problems [3-5].

The work aims to study the problems of the blood service market and identify those that using marketing tools can solve.

The Blood Service of Ukraine faces many problems, each of which can be attributed to one of the following groups.

1. Information: lack of a good base of staff donors; the state does not correctly promote voluntary donation.

2. Logistics: insufficient number of donors; the problem of providing the medical industry with components and preparations of donor blood in sufficient quantities; the availability of components and blood products for medicine; a large percentage of write-off of erythrocyte mass.

3. Production: the problem of providing the medical industry with components and preparations of donor blood of proper quality; in Ukraine, the development of drugs that transport oxygen is not currently carried out; Ukraine does not have its fractionator plant.

4. Safety: the problem of providing the medical industry with components and preparations of donor blood of appropriate safety; the use of PCR to detect blood-borne infections has not been introduced in blood service facilities; sensitization and allergy of patients, the development of many pathological

conditions in patients who often receive blood transfusions; high incidence of blood-borne pathogens, which is constantly growing; lack of proper oversight at critical stages of donor selection and testing of harvested blood; high prevalence of blood-borne infections among donors.

5. Financial: blood transfusion stations do not receive sufficient funding; the state is forced to buy about UAH 5 million in imported drugs; annually due to the lack of own production of drugs VIII and IX coagulation factors.

6. Political: almost complete disregard for international recommendations and experience of developed countries in producing blood products and procurement of raw materials for them.

Thus, the blood service of Ukraine faces a large number of problems in the industry. At the state level can be solved only part of them, others - at the level of the blood center.

At the same time, using marketing tools can solve only informational and logistical problems.

Increasing the number of donors and the base of staff donors can help develop and implement marketing programs to promote voluntary donation and marketing programs to attract new, retain existing and return lost donors. The development of information products for the accounting and exchange of data on the needs of the medical industry and their availability in blood centers and direct marketing tools in their divergence can solve many logistical problems.

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