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КАФЕДРА МЕНЕДЖМЕНТУ ТА ПУБЛІЧНОГО  
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з міжнародною участю**

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Netflix uses several customer benefits as a strategy: Netflix continually improves the service it provides with better interfaces, plans, and promotions; extending streaming services to the maximum number of devices; allow users to use Netflix service outside of their country of origin; remove outbound subscriber restrictions offer your customers the ability to have more than one subscriber per user; free month for new subscribers; offer your customers a help and support center online or remotely [3].

Thus, Netflix is the best in its industry. The strategies used by this company are an example of how to analyze the market, customers, competitors, a changing world. Netflix has changed the rules of the TV and film industry and is now a major player.

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#### **Success factors of the company's strategy: marketing aspects**

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Every newly born business expects and wants to succeed but in order to break through small competitors to really worthy ones, company need to make a lot of effort. In fact, many entrepreneurs strive every day to become a successful company. It is important to look at the successes and failures of competitors to increase company's chances of success.

So, there are some factors and components that should be introduced into company's business in order to increase the chances of its success [1].

First factor which is a «plan». Initially, the future entrepreneur must create a clear plan and follow it. This plan should include all the main aspects of business development, as well as deadlines. The business plan serves as a roadmap through

which the company grows. A nice business plan must outline all the forecasted costs and potential dangers of every choice an association makes. Business plans are different even around competitors in the same industry. Although all of them have the same essential aspects. It also cases how the company plans to accomplish its goals.

Second factor is «leadership». All successful companies, regardless of their size, need high-quality management, from the very top of the structure to the very bottom. Leaders build interpersonal relationships within the team, set goals for implementation, and maintain the culture of the company. The quality and work of employees are fairly and adequately assessed, and criticism is not violent. A good leader adheres to all the rules of the company and by his example shows his subordinates how to behave and position themselves. Ultimately, good leaders make employees feel valued. Being a bad leader isn't just about making poor decisions for the company. A bad leader can make good financial or marketing decisions, yet lead a team of miserable employees. From failing to empathize with employee's struggles to communicate in an unclear or frustrating manner, bad leaders inspire employees to quit or switch departments left and right.

Third factor is «the risk management». A risk management intern will also help a company to avoid many problems that could arise. The main idea in risk management is to calculate possible risks from the very beginning and remove them, and if this does not work out, then at least minimize their impact on company's business. The main task of risk management is «to reduce the threats from an activity so that harm to the surrounding is minimized» [2].

Fourth factor is «knowing of the customer». Understanding consumers is the crucial element in giving them excellent service which in turn leads to powerful consumer relationships and new deals over warm word-of-mouth recommendation. At the initial stage of the business, the owner must decide who his main clientele is. Age, gender, special characteristics – all this creates a portrait of an average client. It is for this client that the business will produce a product or service.

Surveys, questionnaires, focus groups, and customer data are important in refining exactly what customers a business attracts. There is no such business that can please all people on the planet. The sooner a business forms a picture of its average statistical client, the sooner it will be able to make a big profit.

Company's business should have a clear long-term development plan. With the help of such a plan, it will develop much faster and better because company will know what efforts and where company should put in. It is also very important to know the clientele and hire good management staff. A close-knit team that knows how to work together, and in addition also has a clear visualized plan of what the ideal customer looks like, will almost always achieve success. Thus, company will be able to attract a new wave of customers and stir up the old ones who are already using company's products or services.

In conclusion, it can be mentioned that if company use all the above steps, then the chances of overcoming the obstacles on the way to the success of company's business are very high.

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**Analysis of the results of the achievement of stability in the pharmaceutical business**

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In a market economy, the pharmacy needs to pay more attention to assessing the effectiveness of trade, analysis of economic indicators and identifying reserves to improve their condition.

The pharmaceutical market is one of the sectors of the international economy that can generate excess profits for business owners, due to the specifics of the pharmaceutical industry, namely the constant demand for drugs and inelastic demand for them. However, in the context of intensifying globalization processes, domestic pharmaceutical companies cannot compete with global manufacturers. In Ukraine, the pharmaceutical industry is one of the most developed sectors of the economy and is considered very promising. Therefore, the issue of improving the competitive position of domestic enterprises in the global pharmaceutical market by increasing their financial stability is becoming relevant.

The purpose of this work was to analyze the methods of achieving sustainability in the pharmaceutical business. Under modern conditions, the leaders in the world pharmaceutical market are the United States and Japan. Today, Ukrainian companies are unable to compete in the international market with companies in highly developed countries, due to a number of factors.

The main problem of Ukrainian pharmaceutical companies is the lack of financial resources, because the foundation of the pharmaceutical industry is research, which requires a fairly large systematic investment. Ukrainian enterprises in the current unstable economic conditions in the country can operate only on the basis of their own financial resources, which makes it impossible for them to become strong players in the global pharmaceutical market.