

Abstract

Drug is a special product that relates to the health and life of the general public. Drug store, being the major media for circulation of drug, plays an important role in the entire medical system. Regardless of whether it is the hospital pharmacy or the social drug store, they all act as an important gateway to the health of the general public.

Recently, the economy of Macao bloom rapidly and the income of the general public increased. People tend to put more focus on health and on the quality of living. Aside from purchasing drug to cure disease, the demand for health care products also keep on increasing. The operation of drug store has its specialty. In order to successfully operate a drug store, it is essential not only to possess fundamental medical and pharmaceutical knowledge but also to have knowledge in management skills and marketing strategy.

Purpose of the research

The philosophy of managing a retail shop will affect the taste of customers, and in turn, directly affect the performance of the business .It is a key element of whether the business can sustain in the extremely competitive environment. The sales of drug are a public service with specialty. It is critical to the life of the general public and thus requires a comprehensive management system (including quality, price, service, resources allocation, etc). Social drug store is not only subject to severe government regulation, but is also exposed to the highly competitive environment that requires strong economic growth in order to sustain development. Thus, it has the necessity to build up a quality management strategy. Since long, there have been very few thesis on the operation of drug store as a result of the industry's specialty. And there is no

precedent research on Macao drug stores. Thus, this thesis is intended to research the current status, operation style and future development of drug stores in Macao. The objective is to get an insight into the successful elements of the marketing style and operation strategy of Macao drug stores, and to provide operators with operation management and reference for afterwards studies.

Ways of Research

Data collection: Due to limitation of the statistical data and research paper on Macao drug stores, this research has adopted the "comparative research method". It has made reference to research data and journals of Taiwan and PRC, Macao government's directives and statistical data. In collection of the relevant research and publications, relevant questions and key points have been arranged and analyzed, which formed the foundation of this research paper.

Questionnaire: Collect questionnaires from Macao drug stores for statistical data (51 questionnaires issued, 45 returned)

Comparison of data: Compare data collected to evaluate the operation style and management strategy of drug stores.

Conclusion:

Based on the research conducted, the perfection of the operation strategy of Macao drug stores has to, in the very first place, count on human resources. Thus, it is crucial to ensure the qualification and continuous training of professional personnel and frontline staff, because the execution of pharmaceuticals service needs adequate and professional pharmaceuticals knowledge. On the other hand, drug stores should develop brand strategy and execute chain store management at the target market, which is the current

global operation style. Macao should enhance the training of human resources and computerize the drug stores in order to improve their operation efficiency.

KEY WORDS

Macao, social drug store, marketing strategy, development