

ABSTRACT

The chain pharmacy industry forms from the 1990s in China, obtained development rapidly after the government relaxed the limit of setting up the chain pharmacy in 2000. Along with the development of medical service organizational reform, Separation of medicine and drugs become very imperative, this situation has provided the good turning point for development of chain pharmacy. Meaning while, with the reducing of entering threshold, also causes more and more new competitors appearing in the medicine retail trade. Recently, the competition of medicine retail trade has already entered to the superheating stage. The chain pharmacy gradually exposed many problems after the rapid expansion. Especially the products that the chain pharmacies provided are extremely homogeneity; this condition caused the customer choosing the pharmacy much randomness. These problems are all threatening the survival and the development of chain pharmacies. After entering the WTO, the chain pharmacies also have to face the challenge from multitudinous medicine chain stores overseas. How to find a way for Chinese chain pharmacies has become an exploration focal point. This article tries to make a comprehensive analysis of the development and the present situations though the domestic and foreign chain pharmacies; meanwhile to unify the realistic condition of Chinese medicine market, and finally to propose the core point for the development of chain pharmacies are pursuing their own differentiations.

The full text divides into four chapters.

First chapter first briefly introduced the concept of chain management and the development of the medicine retail sales; then the following closely introduced the development of medicine retail market in our country. as well as the modernized chain pharmacy management——the GSP authentication standard and the GPP profession autonomy standard.

The second chapter: introduced the development situation of chain pharmacy overseas, take the drug stores in the USA and the Japanese for examples. Explained the global developing tendency and the direction for chain pharmacies, at the same time provides the model for the Chinese chain pharmacies.

The third second chapter: first introduced that at present stage, the various condition of Chinese medicine retail trade and chain pharmacy patterns, proposed the chain pharmacy is the mainstream shape of the Chinese retails trade and the nucleus which the Chinese retail trade will develop vigorously in the future. Then analyzed that the chain pharmacy existence two big problems, one is that, under the immature management, the high speed expansion of chain pharmacies brings problems; the other is that, because under the long-term region division system and the region economy as well as local economical developing unbalanced, those condition causes the chain pharmacy meeting various difficulties in different areas, and very hard to be in chain stores. Finally compared the difference between the fair price pharmacy and the chain pharmacy, this chapter pointed out that in order to survival and developing, those existence problems which chain pharmacy has must be e saluted. This chapter tries to analyze the problems that existed in the chain pharmacy. It is the starting point and the foundation of my research, and also a core point of the whole paper.

The fourth chapter is the second core point of the paper. Mainly utilizes the PEST analysis and the five power of competition model, thoroughly analyzed the macroscopic and the microscopic environment which the chain pharmacies locates and the feasibility and the necessity of differentiation way for pharmacies. Meanwhile, through the comparison of two representative pharmacies, indicated that having different management and marketing could lead to the absolutely different results.

And then point out chain pharmacy in profit meager today, must pursue differentiation to be able to enhance its own competitive power. There are many kinds of methods for differentiation. For example: The market subdivides with the localization; the management product and the service multiplication; the strict but standard management as well as reducing the circulation cost; the new pattern of business cooperation and so on. This chapter is results of my research.

This four chapters closely revolved to "the characteristic and differentiation of chain pharmacy ", launched the analysis and the research gradually. The first chapter was to introduced the correlation concept with the chain profession development; the second chapter introduced the advanced experience overseas; the third chapter committed to analysis the problems at present, and the fourth chapter on the base of the former three chapters was the outcome of the research and the conclusion of the paper.

Key word: drug chain pharmacy fair price pharmacy differentiation,
the five power of competition PEST analysis