

Abstract

According to the analysis of development and building up of prescription drugs distribution channels in China, discussed how to develop this theory in the field of prescription drug circulation and the methods to improve the competitive power. The research aimed at the distribution channels of prescription drugs, based on reading widely and interviewing, expatiated on how to design、program、manage and coordinate with the laws. The purpose of this study is to put forward some suggestions of the construct to prescription drugs companies in China.

The paper starts from the differences of marketing and distribution, with analyze of drugs market、industry characters、history and status in quo in China, results as the currency of prescription drugs faces good chances as big challenges.

Then we analyzed how to design distribution channels concretely. Nowadays, there has three modes in this field, as headquarters-office-area distribution、sole agency mode and multiple agency mode. The companies should choose right mode based on own status. The author thoughts we should considered some factors first, for example, products, markets, companies itself, laws related and sales localization etc. Then design with scientific stages and optimize, evaluate, finally, it should be rectify in practice. In addition, the electron commerce of prescription drugs is a new way to increase sales.

On the aspect of management. First of all, the foundation of management is the members in channel, and the key point is how to choose and inspirit them. Next, sellers participate to the selling directly; they represent the figure of companies and determined the saleroom, therefore, mange the sellers are important too. In addition, logistic is weak in this field in China, it determines the realization of commodity value and use value, and is an effective way to increase sales. Finally, wrong delivery is the basic kind of distribution conflict, it's vital to control it effectively. Therefore, this thesis expatiates on how to mange the four key points effectively.

Otherwise, because of its special importance, the distribution was bounded and guided by a series of laws, every part should be obey these laws, and each company would be certified by related departments. We should obey to the Medical Management Law first、than if we want to increase the sells radically, we should strengthen the innovation capacity of companies and eliminate the homogenous of

products, in addition, treat open tender rightly and manage to enter into Medical insurance directory is also good for increase sales.

In conclusion, on the aspect of medical companies, we take distribution channels as study object, discuss how to design 、 manage and coordinate effectively is the most scientific, fast way to increase sells. We hope our study will fully considered by people and units related.

Key words: increase sales, prescription drugs, distribution, management