

ECONOMICS
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Charchyan B.A. Stages of adaptation of regional subsidiary of international pharmaceutical company at new foreign market

At the new foreign market adaptation of the regional branch of the international pharmaceutical company has several stages and has its own peculiarities that arise due to the nature of the pharmaceutical market. Because of the nature of the pharmaceutical market it is considered seven steps of adaptation of the regional branch of the international pharmaceutical company in a new foreign market. The adaptation process is preceded by a zero stage – finding potential market and an analysis of its capabilities. The process of adaptation comes in force at the final sixth stage – the stage of creating a local branch of optimal levels, resulting in the regional office of the international pharmaceutical company acquiring at new foreign market a set of parameters of the optimal level.

Key words: market, pharmaceutical company, pharmaceutical market, regional subsidiary.

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