



Master Plan Of Suppliers In Pharmacy, For The Supply Of Supplies

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Abstract

Business organizations must design a master plan, since, this document will allow to establish various strategies, as well as, purposes and goals that the business structure wants to achieve, in this sense, a planning with defined objectives is outlined to short, medium and long periods of time, the planning of the development of activities related to suppliers, admits to reduce costs, increase productivity or profitability, hence, it is essential to collect data regarding suppliers, such as greater internal contribution in the supply of the pharmacy, in addition, of contribution in the improvement of the distribution of inputs and quality of the same, it is proposed as a general objective: to make a review of the master plan of suppliers in pharmacy more effective for the supply of medicines, as well as, supplies or pharmaceutical products. As for, the methodology of the inquiry will be based on the documentary method, through the management of worksheets, implementing the hypothetical-deductive method. In this sense, master plan which must contain the purposes or objectives, plans or programs and premeditated that consent to carry out a planning, as well as, extend the distribution of the company in terms of devices, assets and subjects for the progress of a logistics management, among the advantages of a master plan are considered primarily achievement of the purposes set out in a clear and projected manner, also, programming and control of movements mainly the optimization of commercial relationships with customers and suppliers. In short, in the management of suppliers it is essential to take into account that they are obliged to be reliable and accredited by the corresponding entities, since they must have health documentation, effectively perform specific measures, offer quality products and with high standards under appropriate environments, which must supply the articles during the time demanded.

Keywords: Pharmacy; Medications; Objectives; Planning; Suppliers.

1. Introduction

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All organizations must design a master plan, since, this document will allow to establish various strategies, as well as, purposes and goals that the business structure wants to achieve, in this sense, a planning with defined objectives is outlined to periods of short, medium and long times; where, among the aspects to be considered is the budget and the operational flowchart of all activities, however, it is necessary to note that each master plan is different, has standards, requirements and levels adapted to the needs of the company. Likewise, during the realization of the master plan it is essential to elaborate a projection of each of the stages, updating the existing actions, to examine the progress presented, at the same time, to propose strategies that solve the difficulties, as well as, needs observed. (Noain, 2017)

In this sense, the negotiation process is immersed in the participation of representatives of the pharmaceutical industry, as well as drug distributors; because, suppliers supply products or services, in addition, of inputs for the effective operation of the pharmacy. That is why the planning of the development of activities related to suppliers, allows to reduce costs, increase productivity or profitability, also, greater participation in the sector and in the various markets, therefore, the increase in the profits of the pharmacy as a business organization. (Chaman & Salas, 2020)

Hence, the following question arises: What would be the most effective master plan of pharmacy providers when it comes to supplying medicines, as well as pharmaceutical supplies or products?

It can be pointed out that the development of the process is a reasonable chain of actions that aims to change the aspects related to the access and exit of products from the pharmacy warehouse, since this rotation of merchandise is the fundamental element that each establishment must consider when carrying out actions of acquisition of products, as well as, when deploying some action, specifically, during the procedure of selection of suppliers, necessary in the course of the supply of medicines and pharmaceutical products. Hence, it is essential to collect data regarding suppliers, such as greater internal contribution in the supply of the pharmacy, in addition, contribution in the improvement of the distribution of inputs and quality of them. (Andrade, 2018)

In another order of ideas, the organization of the operations of a pharmaceutical establishment, as well as its control, implies examining the operation of the inventory, inputs, resources, among others, whose integration within a single process determines the dynamics of the actions through the programming of methodologies with the purpose of carrying out and optimizing the development of the processes involved in the acquisition and distribution of medicines to obtain excellent profitability. In this way, organizational aspects are highlighted with reference to, marketing, customer assistance, suppliers, competitiveness, organizational disposition; among others, which leads to the development of a master plan in conjunction with the outline of the process map and the respective procedures manual. (Paredes, 2019)

Simultaneously, through the analysis of previous research related to the subject, based on the search for solutions to the lack of management of suppliers, the general objective is to propose the development of a master plan of suppliers in pharmacy for the supply of medicines, as well as supplies or pharmaceutical products. Also, as specific objectives: **Describe the main aspects of a master plan of suppliers in pharmacy, for the optimization of the process of acquisition of inputs, *Classify the types of suppliers of pharmaceutical products according to their functionality within the pharmaceutical establishment, *Demonstrate the usefulness of the master plan of suppliers in pharmacy for the supply of products of pharmaceutical origin.*

In this way, most business structures continuously carry out a redesign of their master plan for the pharmacy, since it admits to achieving a high competitiveness in the market which covers, therefore, allows to examine the organizational context of the pharmacy, considering the dynamics of the environment, whose analysis will allow to make a diagnosis that describes the reality managing to establish convenient tactics according to the needs, (Herrera, 2019). Therefore, the following conjecture is exhibited: any business organization such as pharmacies, must design a master plan of suppliers that allows it to achieve its purposes and purposes outlined in the future, which can have a duration of short, medium and long term, in reference to its size, as well as, the geographical space that it addresses where the fulfillment of activities for the operation of the maintenance of the stock of medicines is at a higher level.

In this perspective, the development of a master plan requires data or information (qualitative and quantitative) as a primary resource; in addition, the support of technological instruments, such as technological applications, mathematical logic, statistics (regression analysis) and averages, among others, as regards, the activities to be carried out for the design of the master plan with reference to suppliers in pharmaceutical establishments, it is essential to carry out the strategic plan of the business organization (pharmacy), where, the mission, vision and organizational objectives must be shown, in conjunction with the internal and external analysis. (Torres, 2019)

At the same time, the construction of corporate strategies that address the problem, through the construction of the SWOT matrix; determining the period of time to be executed each of the purposes and the dynamics of the actions to be carried out, then identifying the market to which the products or articles are directed, forecasting the demand according to the behavior of the consumer, also, the market trend; finally, analyze the costs of operations, at the same time, prepare a budget by area to link it at a general level. (Duque, 2020)

2. Method

As for, the methodology of the inquiry will be based on the documentary method, since, the research is placed under this type, because, through a bibliographic review, the information is stored from contents, materials, novelties, in correspondence with the problem from other frequent and specific points of view. Likewise, together worksheets will be handled, where, the data obtained from preliminary projects in relation to the subject will be synthesized, through the use of the file in which the information is examined so that it is trusted, from this node, reduce time, (Baena, 2017). Likewise, the hypothetical-deductive method will be implemented, since a hypothesis based on concurrent events is built at the beginning, as well as conceiving the effects or influences, which, in turn, will be demonstrated or unequivocal through experience. (Behar, 2008)

3. Results

3.1. The master Plan.

Business organizations make a proposal of a strategic nature called a master plan which must contain the purposes or objectives, plans or programs and premeditated that consent to carry out a planning, as well as extend the distribution of the company in terms of devices, assets and subjects for the progress of a logistics management (Chávez, 2018). In this sense, fundamental aspects such as: study of the environment, in addition to establishing the mission, vision and objectives of the organization, at the same time, unification of the management spaces of the organization with logistics management

(customer service, inventory, purchasing, transport and storage), finally, the control and evaluation of the results, must be taken into account, on the other hand, the master plan allows a company to obtain goals and purposes in the short, medium and long period of time, as well as generates the optimization of relationships with customers, since it takes into account the needs of active participants in the logistics chain. (Triviño, 2020)

It is important to note that, among the advantages of a master plan, they are considered primarily the achievement of the purposes set out in a clear and projected manner, as well as programming and control of logistics movements, relevant disbursement of orders, responsibility in the acquisition of results, illustration of the procedures of entry and exit in the logistics systematizations, maintenance of machines and devices in recommended conditions, as well as optimization of commercial relationships with customers and suppliers. (Vilca & Vilca, 2019)

In reference to, the different activities that correspond to be processed with the intention of promoting the logistics area, is attributed to a method deployed by an adherent of goods and services such as: subjects, capital, research and raw material, which are related to each other, in addition to being operated as a fluid dynamic procedure, in order to, achieve the purposes set out in the mission and vision of the organization, where they are areas with a high level of analysis, supply scheduling, purchase orders, agreement of product prices, management of sellers, stocks and inventory management. (Rodríguez, 2017)

3.2. *Pharmaceutical sector.*

It should be noted that the pharmaceutical sector has continuously experienced transformations during the last years, which include the progress of new products, as well as the innovation of the same, in addition, of the multiplicity of the market, therefore, the incursion of new agents; at the same time, the manufacture of high quality products has driven the industry to increase its capacity for competition, as well as to promote agreements for the protection of intellectual property and the expiration of patents. Another significant feature is to provide at the national level on the occasion of opening new markets, including that of generic drugs offering competitive prices and universal quality schemes. Today, the manufacture of medicines at the national level is relative in the territory and has become an attraction for multinationals. (González, 2017)

It should be considered, on the other hand, that the pharmaceutical service is established as an essential column in patient care, so that the activities generate the development of clear, standard and registered procedures, in this way, provide an adequate service adjusted to the needs, also, offer goods and services, likewise, products efficiently through the use of inputs, (Ruiz, 2019). Indeed, within the competences of offering primary care in the health environment, there is the dispensing of medicines, therefore, it is essential to carry out dynamic actions where pharmacy personnel exhibit high degrees of professional ethics, providing the patient with timely information related to all operations and procedures with medicines such as administration, preservation, unfavorable resistance, as well as, of the completion of the treatment determined by the attending physician. (Pasmíño & Ríos, 2019)

In this way, it is necessary after the analysis of the real context, the processes of the pharmaceutical service are standardized, allowing to forge a management manual adjusted to the new conditions, in order to respond in an adequate and assertive way to the requirements of the users, (Valderrama, 2021). However, it is highlighted that among the main indications of inefficiency of pharmaceutical establishments is the difficulties that arise in the supply chain, since there are too many in inventories,

as well as the breakdown of marketing due to lack of product or merchandise, late cancellations, delay in the manufacturing scheme, the absence of compounds and raw material, the lack of agreement between the negotiations, the degree of assistance in the attention of the clients, the continuous movement of the personnel, the absence of systematization in the operations or processes, the illiquidity and the cost of human talent, among others. (Torres & Calsina, 2020)

3.3. *Supply of pharmaceutical inputs.*

In other words, the absence of supply of medicines generates not only consequences at the financial level, but also at the hospital and humanistic levels, which are harmful to patients, also, forges in the same way the obligation of responsibility attached to workers in the health sector, (Rubén, Castro, Molinero, & Acosta, 2020). Hence, at present, the pharmaceutical sector exhibits the development of high levels in the provision of the service adapted to the needs of patients, since, most of the time it is essential to have joint planning operations between the administrators of the pharmaceutical establishment and the suppliers, in this way, the availability of medicines will be guaranteed, as well as, products in the quantities requested, in addition, emphasis is placed on the real management of information between the pharmacy – supplier, in order to have assertive forecasts. (Reyes & Dimas, 2021)

Likewise, among the elements to be considered to meet the expectations of patients or customers, is the decrease in the effect caused by the increase in out-of-stock products, a situation derived by error in the planning of one of the two parties, (pharmacy – supplier), therefore, it is essential to strengthen the activities that promote the planning processes, in order to guarantee the adequate flow of communication between the dynamic supplier and the pharmaceutical establishment, it is therefore imperative to jointly implement an optimal supply. (Dávila, 2020)

Hence, the distribution and commercialization of pharmaceutical products is essentially based on the adequate and real registration of inventories, guaranteeing the movement or flow of them in their stock through their entry and exit of goods, in this sense, the improvement actions that generate the efficient control of this dynamic, allow the exact quantity of stocks to be determined, (Ulloa, 2020). Another significant feature to be taken into account when selecting suppliers, is undoubtedly the quality of the product which is a fundamental requirement to certify the validity and safety of a drug, therefore, the pharmaceutical industry is responsible for carrying out actions that ensure that the medicines produced conform to the intended use, in addition, comply with the requirements provided for its purchase – sale. (Díaz, 2018)

3.4. *Logistics process.*

In accordance with the above, logistics has a connection between the strategies developed in conjunction with the activities during the distribution process, which is essentially aimed at optimizing the flow in the delivery of pharmaceutical products, as well as the occurrence of merchandise shortages through standards and instruments used in operations related to the logistics of the marketing process of pharmaceutical articles in the different pharmacy establishments. (López, Muñoz, & Vázquez, 2017)

At the same time, the application of schemes, as well as, tactics that support the consignment of medicines through a master plan of optimization between the pharmacy and the provider where the needs of the patient are met, therefore, it is essential to strengthen such planning, therefore, the continuous review of the database of providers, Frequent customers, drugs with high demand, in turn,

supply management programs and their acquisition will allow maintenance and competitiveness in the market. (Tuarez, 2020)

Obviously, the actions or activities related to logistics including the acquisition of inputs, raw materials, machines, stock, transport, as well as operations related to the optimal functioning of the pharmacy are established as a priority according to the execution in accordance with the provisions of the master plan, (Rizo, 2017). In this sense, the master plan germinates from the programming or planning of the commercialization of the products of the business organizations and, therefore, from the strategic plan, where, the essential requirements for the optimal, effective and ideal operation are established, in the course of a period of time, that is why, it is based on the demand of the clients, as well as, in the projections given by the commercialization. (Marqués, Negrin, Hernández, Nogueira, & Medina, 2017)

Therefore, the continuous analysis of the areas of planning, production control, as well as the service levels offered by the business organization is directly linked to the marketing area, specifically, with the sales area, which is why the requirement arises to develop an appropriate production planning and control system, in other words, the progress of the Master Plan, Material Requirements Plan and the Approximate Capacity Plan, which together form the primary instruments for the performance of the product request that increases the degree of service to the sales area in the structures dedicated to the distribution of products. (Huamán, 2018)

In this way, the outline of a business plan allows to deploy the economic viability, as well as the financial one in addition to the approval of implementing a specialized pharmacy for patients with a specific condition or disease, therefore, differentiated drugs are distributed, complemented with pharmacotherapeutic follow-up, and nutrition plans, (Prieto, 2021). It should be noted that to determine the effectiveness, the analysis of external and internal factors of the pharmaceutical industry is carried out, through the review of the competitive advantages exposed in a SWOT matrix to achieve the approach of corporate and strategic purposes, likewise, it is essential to carry out an economic and financial study; in this way, quantify the total investment, as well as the financing, and exhibit the financial indicators and their exhaustive study. (Canales & Flores, 2019)

In this sense, it is understood that pharmaceutical companies are conducive to deploying a Marketing Plan for the Pharmacy Network, through the administration of creative and innovative teams for the increase of economic purposes, for this, it is essential to inquire about the functioning of the market, examine the context of the commercial sector, SWOT analysis, to establish the Weaknesses, Threats, Strengths and Opportunities. In this sense, among the priorities should be considered the degree of loyalty of buyers; gradual perspective of the pharmacies of the Network and the complacency of the users before the surveillance or care. (Sánchez, 2020)

3.5. *Supplier Management.*

Finally, in relation to the management of suppliers it is essential to take into account that they must be reliable and authorized by the corresponding entities, since they must have a health credential, comply with specific measures, provide quality products and with high standards under appropriate conditions, which must supply the articles during the required time, dates, quantities and environments, in this sense, the pharmaceutical establishment is responsible for preparing a list of suppliers with verified and updated data, where, the evaluation of their performance must be reviewed, this database at the same time, must contain the turnover rate that has the products that it offers. (Vilca & Vilca, 2019)

On the other hand, it is necessary to carry out a classification of the suppliers, in which, the basic suppliers are exposed, identified as those who affirm the permanence, as well as, the functionality of the activities of the pharmacy, taking into account, the primary objectives of a pharmacy such as marketing, dispensing of medicines, in addition to providing the services of pharmaceutical care, therefore, they provide a high assortment of medicines, for pharmacy and sanitary items, emphasis is placed on the fact that they are suppliers who maintain a dynamic, continuous and permanent relationship; in second place are the strategic suppliers, which seek to provide pricing policies, promotional supports, training, inputs and activities related to marketing oriented to the pharmacy channel, acquisition rappels, provide a large number of advantages, in turn, are visualized as partners in the monitoring and control operations regarding the progress of the merchandise. (Vilca & Vilca, 2019)

On the other hand, within the classification of suppliers are the critics who supply a product or service with low turnover or movement within the inventory, in addition, being an article of complicated regeneration, however, it presents little review, insufficient advertising effect, so that, said product obeys the work done by the regents in pharmacy, as well as information transmitted verbally by the customers of the pharmacy who know the product. (Rodriguez, 2017)

Ultimately, the inconsequential suppliers are contemplated, where those distributors who are easy to contact, frequently attend the pharmaceutical establishment, however, do not provide a different added value, or highly address stocks, as well as distribution routes. (Rodriguez, 2017)

4. Conclusions

The design and execution of a master plan is based on the qualitative and quantitative information available, as well as the support of technological tools, where, the tasks to be carried out must be exposed in said plan, in this case, emphasize the suppliers of the pharmaceutical establishments, in which, it is essential to outline a strategic plan of the business organization whose operations involve the control of the inventory, in order to optimize the development of the processes involved in the acquisition and distribution of medicines, hence, the master plan will allow to establish various strategies, as well as, purposes and goals that the business structure with the active participation of representatives of the pharmaceutical industry, mainly, suppliers therefore distribute products or services, In addition, of inputs for the effective operation of the pharmacy, therefore, the planning of the development of activities related to suppliers, admits to reduce costs, increase productivity or profitability.

In effect, the pharmacy is responsible for designing a master plan of suppliers that allows it to achieve its purposes and purposes schematized with projection to the future, with a duration of short, medium and long term, in reference to its size, as well as, the geographical space that faces the fulfillment of activities for the operation of the maintenance of the stock of medicines is at a higher level, in addition, to obtain a high competitiveness in the market. In this way, the master plan with reference to suppliers in pharmaceutical establishments is essential to carry out the strategic plan of the business organization, in this case, a pharmacy, in which, it is necessary to build the mission, vision and organizational objectives, in conjunction with the internal and external analysis, tracing the SWOT matrix, through, the recognition of the market aimed at the products to be marketed, predict demand according to consumer behavior, thus determining the market trend; finally, examine the costs of operations, together, manufacture an overall cost estimate.

On the other hand, the logistics of a pharmaceutical service provider goes hand in hand with unique factors such as the rotation and availability of medicines, these criteria are fundamental within the study which in many cases are not taken into account when making the choice of your provider.

In short, the management of suppliers is unavoidable to take into account that they are obliged to be reliable and accredited by the corresponding entities, since they must have health documentation, effectively perform specific measures, offer quality products and with high standards under appropriate environments, which must supply the articles during the time demanded, dates, quantities and environments, in this sense, the pharmaceutical company is responsible for drawing up a list of suppliers with verified and updated data.

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Makalenin Türkçe başlığı buraya yazılır....

Özet

Türkçe özet.

Anahtar sözcükler: anahtar sözcükler1; anahtar sözcükler2; anahtar sözcükler3

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Insert here author biodata.