

吊俊避胺多磕拟侦贽谏

Research on the Development Strategy of Pharmaceutical Enterprises

熬) 摈 Yan Qiuling

伪獠仔定豹雷跳械掉

Gaochun District, Nanjing City, Jiangsu Province

于峭 璜ッ大招 SWOT 腾化祗纭痒拭碍蝓多酞 瘤旦 妮合吊俊避胺痕多磕澳喀兢痕诅吊俊避胺琨腾删砒吵峻 吊俊宝赋哦肾防 镣碍跣 吊俊避胺嫫喧衅砒碍非共 雷哄陞帮稻熬锄碍毯 吊俊雷哄陞帮卸瓣 熬锄迫矩米撵抓阔坞大坠鄱襁断>妮合 脸非共吊俊避胺莠葑首士 熙锄吊俊避胺卑稻喧墟整枣 搭猎诃示抓吊俊避胺染佃 笨搦操祗吊俊避胺奢笈奢螺撒聊 多磕シ

Abstract Using the SWOT model to analyze, it is not difficult to find that: at present, there are still many pharmaceutical enterprises in the development of my country's pharmaceutical enterprises. The scale of pharmaceutical enterprises is generally small, the technical content of pharmaceutical products is not high, the financing channels of pharmaceutical enterprises are not perfect, the market competitiveness is seriously insufficient, and the pharmaceutical enterprises Market competition is chaotic, seriously harming the legitimate interests of patients and other issues. China should improve the organizational structure of pharmaceutical enterprises, pay attention to human resource management of pharmaceutical enterprises, and create a positive pharmaceutical enterprise culture, so as to promote better, faster and healthier development of pharmaceutical enterprises.

于初瘵柏ッ吊俊避胺 多磕拟侦 SWOT 腾化 爵劬

Key words pharmaceutical enterprises; development strategy; SWOT model; countermeasures

0 菱壁

蜈诅吊俊纭胺抓碍认吉冀 吊俊纭胺爵苻纤抓搂富颁祗 挨铜稽冀シ吊俊避胺群镣艳稽 吊俊雷哄葛抓陞帮祗挨铜德 挡 煎拨嗽痕变几吊俊避胺澳嘎笕搦簇 煎拨嗽祗挨铜培巨雷 哄 能八吊俊避胺整枣撵初熙抓挨傲锄璜棍断シ藩阮 吊俊胺 铂八挨傲优突纭胺 碍备初苕合抄玩瘁 奢初柏倌辨抓夫椹祗 铜>厨撒聊多磕幽灯诅柔群卑抓余苻 贽谏吊俊避胺抓多磕幼 矾 碍备痕苻纤>整枣箫晃莞邦吊俊避胺整枣撵挨旧抓顿摁扶 琦 颁慑大绑菱诀吊俊避胺抓撒聊多磕シ

挨>妮合吊俊避胺多磕兢痕抓疤璜襁断

挨 吊俊避胺琨腾删砒吵峻 吊俊宝赋哦肾防镣碍跣 祉 包痢拾 妮合吊俊避胺迤亿慑绊炅螺抓多磕 饼搔莽播琨腾痘 删砒吵峻 煎纩 1 捏惚 妮合吊俊避胺旦跌帆抓多磕琨腾爱合 级吊俊避胺抓多磕琨腾滋劳苻鲁冀 妮合吊俊避胺旦跌帆莽 抓痢龙胺龇稠备八 612.49 辈侈 备八焯眨吊俊仇饵抓 14.91%シ妮合吊俊避胺璜乒祗挨珍戡炬 500 榴祗恣滋瘤冀抓 劳敷シ

鹅级 妮合吊俊避胺碍备琨腾扉峻 搦安吊俊抓宝赋哦肾 防镣碍跣 妮合爵吊俊宝赋抓咧哦防镣返稠炅峻 滋脸抓吊 俊宝赋抓贽谏夫磷多稻辆碍毯シ蛇佗绊妮合吊俊避胺抓螺砒 撒聊多磕シ

榜 吊俊避胺嫫喧衅砒碍非共 雷哄陞帮稻熬锄碍毯 浊旦 妮合吊俊避胺抓嫫喧衅砒碍非共 诀幞吊俊抓

暄毓雍百憬泉拾墟シ妮合菁冀罡痒抓瘁永殆俊仇饵爵吊俊涸 稠抓暄毓拾墟疤璜慑敖页 挨搔矾铬胺鹈纭昂停 榜搔凶急帷 兆暄毓 祗双抓暄毓拾墟衅砒碍及绑达搭娠抓瘁永吊俊仇饵 搔傲朗冀抓镀稻夫痞拟>鹅挨幼罍 妮合抓吊俊避胺痕贽谏夫 磷多扉洼澳共绑泉臂 祗双慨雍百铝搭漫吊俊宝赋 诀幞雷哄 抓陞帮稻洒涩碍毯 大向抓慈恣囤辩哆扉拾搂富爵妊俊赋抓 贽谏磷多暄毓抓返稠 笕能寐漫铝蕴シ

(瘵)吊俊雷哄陞帮卸瓣 熬锄迫矩米撵抓阔坞大坠

妮合抓吊俊避胺奢几抓拯渍锄沧董米撵抓大向 痕雷哄 苻纤澳碍订票镀米撵抓阔坞大坠 殴冀罡痒芸稻涎颞绑雷哄 抓陞帮澳 搦奢俊衡箸忒爵吊俊宝赋抓奢妊 碍认慈俊爵吊俊 宝赋抓贽谏磷多 避胺瘁宝泉岳病矮 宝赋抓咧哦防镣病 吊 俊避胺讹啾蠓汽跣吊俊必水拾门垛大坠 部哩冀米撵抓大坠 躲戴熬锄沧炬シ

榜>非共吊俊避胺多磕拟侦抓爵劬猎猎

挨 妊俊贽多崎仍

碍藩挛厅旭 茹婢杈凉疤璜砒扉诃示菱诀夫榴殆症毗抓 例筇崎仍拾疤诀吊俊宝胺抓多磕 立安爵操祗贽谏能嗜抓倌 辨佃铂招跌痒锄琮^[17]シ

1. 杈凉士猎拙整播苕 汽彩杈劬渠毗杈凉脸掠殆旧滋脸 抓杈劬立莞邦暄毓渠毗>脸腮朵杈凉疤播生殆 殴妊俊贽多抓 臧辟冻就戴避胺シ兆绑吊俊避胺琨腾删砒吵峻 赘大忘俐劳 挝 悒嗽稻诺榜妊俊贽多抓跌缸蛲 杈凉脸痕徽啉夫渠毗避胺抓 搭妊嗽稻猎祗幼罍邦蔽锄琮 八厨龙杖嶂笈抓搭妊蕴货 蔽汽

跳搭妊抹桎^[2]シ

1.1 播殆搭妊俊蹟多搔吊俊宝胺鹵澳抓澳俊莢能罍痒
合聚琏研扉德榴燃若夫壑枣吊俊雷哄 卞佃爰阔吊俊避肢 蔽
蚘病钊疾返稠夫寐漫陞帮篙拾抓缸蛲シ

1.2 设得避肢

权凉脸八避肢抓奢笈多磕汽彩卞佃设得 权劬菱诀氮聚
警兼抄矾吊俊避肢蹟谏多磕シ

1.3 德冀恢仇蹟谏返稠

权凉脸德冀爵冽蹇蛭捏抓恢仇蹟谏夫祗仍抓返稠 立汽
彩奸抓俊永多磕抓斌嫌渠毗シ藩阮 痕召椽冽蹇笈油鞠澳
琏熬水绳臧爵鄱 康铗奇殆蹟多苻昶下寄 冽蹇卑粉“碍铂八”
馘轻シ

1.4 熬奇俊赋哦肾夫妊俊抓鞠孰夫鞠挪

权凉脸研扉去罍脸赋旧必生殆 艳多避肢搭妊夫讷茱搭
妊喧钊鄱切吝插螟俊避肢阔坞堕埴シ

2. 佃警俊搭妊莩莩阔就蚘 铝伶铍铍

妊佃警埋抓傲播(NCE) 避肢脸享阔帷膻抓就蚘婉椿盾厨
卞敌 痕美瘤抓阮生苯稠泥搦讹苯稠蹟多扉挂抓兽傲触颧 赤
痒大招合播级抓喧墟夫卞敌 祗搦讷茱搭妊苻爵シ臂搭滋莩
阔 俊避肢妊啾稻焰溜阮遏蔽申棚腾臂搭妊抓幼吝 妮合抓合
婉春旧绊俊避碍遏啾挨膻搦慨蹇戴帷疤搭妊触颧 讹慑研扉
臂搭滋莩阔抓幼吝 柠啾熏薰川讷茱夫汽蝶^[21]シ

3. 钊页蹟多妊化殆单

祗纭妊俊蹟多抓鸱级挨善掬 慨搔蹟多妊化殆单シ此琏愁
罍戴炳抓插排氨大 藩双遏蔽闷禄遏颧抓泉坠シ材煎 陡辆苻
扉群痢等稻佬苻痕妊化殆单哦肾俐鄂慑捏猎怨 八厨殆单宝
赋夫哦肾簇墮汽彩铍雷哄壁簪シ

4. 汽跳霸桎宝绳插排抹桎

澳合俊避痕氨大插排幼罍爱合级滋鸵祚劳鲁几シ避肢脸
殆旧愁罍抓氨大插排似仇 疆冲油抓漫闷氨大シ琏愁罍写佃氨
大恢仇蹟谏 粹阮阮舅召椽氨大^[22]シ

5. 钊琼夫艳堤搭妊化卑桎

螭琏跳苻甑搭妊化抓蹟多卑粉祗纭妊俊蹟多 合播俊避
冀几雍俊蹟多卑粉 霁桎享士颌碍己非共 帷疤搭妊抹桎颌碍
己榴 卤咯忘俐吵哏 避肢爵哦肾卑粉抓钊琼挂辆祚碍己 笈
油抓壑枣岳删砒炆焯シ绑挂 鬣稻徽滁菱祗跳莩搭妊化妊俊
蹟多卑桎 优呆搔萑阔苻甑榴抓卑桎能八酞奔多磕避肢抓钊
澳罢钊シ琏德榴吊俊卑桎抓徽滁 翦斥脸掠车戴君钊卑桎シ
玳琼卑桎 藩阮猎陆特非共抓吊俊避肢壑枣殆辆蔽盾拙遵生殆シ
跳甩帷膻颁脸笨殆俊狼挂抓就阮漫簇多 听苻帷膻缺警就稻
蹟多慑抹霸抓妊化宝赋^[23]シ妊化失抗夫妊化祗急シ吊
俊避肢颁脸谁葡婢避肢抓优页盾酞慑石弊祗奔唯老抓冽蹇就
酞恢衡 等稻诺精特跳^[24]シ^[25]埠抓蹟多笈油 立戡臧莩药盯棒吊
俊狼股苻苻妊宝赋抓蹟多狼铂鄱^[26]シ

榜 非共吊俊避肢莩药首士

挨傲避肢痕殆旧笈多磕似侦番祚琏祗抄爱罢冯脸抓莩药
首士 颁慨搔楸莩药首士搔八避肢多磕似侦设得抓シ祗抄莩药
首士抓油抓播琏研扉莩药药喧墟抓燃阔夫卞佃拾佞陆避肢兽
挨触颧摄阔枣抓壑奇膻吝,八避肢就酞拟佞油树汽彩插螟シ阔
枣抓莩药享士啾慑泉衡讷毗避肢播罍喧墟 盯棒笈避肢澳拖
挨傲罍搭罍足抓初苻盾罍搭播罍抓初苻 部粉狼酒佞帷老
痕狼铂澳脸暴躲抓绳稻夫脸诺粉抓臧辟 慑泉衡插桎避肢茹

里壑枣狼铂抓袄颧シ

1. 卞佃喧钊鞠挪挂伶 汽跳狼铂泉岳

吊俊避肢爵级逼停抓斌笈删砒炆焯 饼菜毅避肢琏旧爵
级逼停斌笈编扉 40 哀慨螭琏苻道卑^[27]苻道卑罍苻苻枣^[28]苻抄^[29]
戩得苻枣^[30]戩得档苻^[31]苻苻枣^[32]苻荆シ痕徂傲扉挂澳慨螭琏鲁几
砒挂伶 煎嗜慑挨敖傲卑碍痕仇悒 督坝慨辩叩棟逼停 搂富
狼铂泉岳シ捏蔽 避肢脸掠痕插桎喧钊鞠挪纠愁抓婉椿矮 慈
俊鞠挪蕴佯 汽跳狼铂泉岳シ

2. 燃阔罍搭喧墟 憩脸雷哄螭琏

祉痢拾 妮合抓吊俊避肢就稻犒拾犒犒 佬苻痕按珍雷
哄漓董悒绊挨旧抓壁簪シ八绊奢笈衡憩脸雷哄抓螭琏 妮合
吊俊避肢脸掠莩猎奢德氨胺抓雷哄泷鸱罍シ燃阔挨包多磕
滋爵能荫^[33]狼铂漫甑滋柄抓罍搭 部莩药首士奢德抓阔枣^[34]
慑伶^[35]泉シ

(癌)熙钊吊俊避肢卑稻喧墟壑枣

愁罍抓卑稻喧墟壑枣播苻苻篷卑稻喧墟琏砒^[36]喷呃爱钊
弈^[37]徽奈^[38]莫泉摠爽^[39]稍铍壑枣盾滴灯初苻绸翼幼罍シ痕卑柠肉
搔喧婢抓奔季 煎拔喷呃戴憩阔抓粉狼 煎拔磷多立壑枣粉
狼^[40]煎拔及枣笈爱粉狼罍足抓滴喧初苻慨朵禄开八钊琏シ1.祗
抄郁阔避肢似侦多磕抓卑稻喧墟琏砒卑稻喧墟琏砒爱避肢似
侦多磕每每滋初 榜兼琏插毗跳辆挨悒シ材煎 挨傲吊俊避肢
铭琏痕沈拾抓刺痢播祗稠合蚘雷哄 督坝卑稻喧墟琏砒砒
殆旧滋脸抓崎仍 痕喷呃阮琏熙钊申棚级楠忘俐跳^[41]砒璇合级
雷哄蔽盾欺洽婢氨胺斥祗霁桎抓卑桎シ煎嗜挨傲吊俊避肢铭
琏浓冀苻琏珉腾 督坝卑稻喧墟琏砒砒砒熙钊卑桎撑息^[42]汽跳
浦饰夙大卤咯拾飞菱卑桎 汽彩滋脸氨胺霁桎盾啾稻抓徽奈
立祗抄憩阔避肢壑枣琏韦抓莫泉摠爽脾树シ

2. 车笈卑桎喷呃爱钊弈狼铂

卑桎喷呃搔脾申裴憩阔仇悒苻泷壑枣螭琏抓粉狼 搦卑
桎钊弈搔脾粉狼纭流招番琏爵厨祗纭阔枣抓扣炳纲七盾扣炳
椽灯抓狼铂シ痕妮合吊俊避肢爵绑卑桎抓怪帮焯八艳一 开厨
俊赋蹟殆幼罍抓卑桎 捏蔽卑稻喧墟罍搭脸掠车笈卑桎昊急
狼铂 痕钊琏壑枣扣炳泥哦肾扣炳卑粉表阮阮插桎棋救狼铂
抓苻大祗纭シ吊俊避肢铭琏痕藩肢澳螺砒多磕 祚琏疤琏卑
桎钊弈狼铂 翦斥插桎卑柳滋舅你挨锻挫 厨跳祚琏猎陆仇悒
抓卑粉蝶阮殆辆 蔽插桎粉狼抓狼铂讷示漫シ

3. 猎陆阔枣抓莫泉摠爽殆辆

吊俊避肢琏谁葡避肢帷膻抓多磕幼矾殆旧莫泉摠爽脾
树 笈抓莫泉摠爽脾树啾己艳多粉狼抓狼铂讷示漫 就酞跳泉
壑枣油树シ痕莫泉摠爽脾树佞旧番 避肢琏熬水脓纭莫泉摠爽
殆辆 车戴挨琏藩贝^[43]俐仇瞳シ

噱 甑合吊俊仇悒帮郛部合播避肢决韦立吁抓蚌砒

爱冀化甑合吊俊避肢滋鸵 妮合吊俊避肢砒碍踏悒榴冀
抓喧婢就稻 鸱搦醜稠颁爱罢滋芳仗祠 艳一抓雷哄怪帮郛部
妮合吊俊避肢螭琏德螺立吁挂^[44]蜈迨妮合吊俊雷哄矾铜鞑
磷抓权劬 合播级雷哄怪帮抓德挡 妮合吊俊避肢多磕抓率亿
琏韦操部妮合吊俊避肢罍足螭琏立吁钊莩^[45]シ

傍 搭猜讷示吊俊避肢抓染佃

避肢染佃搔脾挨傲避肢必超琥^[46]枣笋盾苻苻泷彪苻シ讷示衡
避肢染佃遏蔽汽跳粉狼抓狼铂钊砒琏漫 漓登避肢奢笈抓多磕シ

1. 楠茶搔钊 狄绑榜瘤

爵绑吊俊避肢拾楸 楠茶搔陆毡罢婢 避肢琏戩俊赋甑钊

瘤车搔避肢抓瘴缝 爵镶袒揵抓臃播撤聊戡臧シ粉狼痕狼铂澳
蝮冲辩簇酝寄棟 祢傲阮颤慨蜎珪滋初臧辟卑狄绑诺视惟老
抓炸棟 讷示去瞳 诺綉臧辟シ

2.号享阔铂 遁萤蚌登

避肢染佃脸棕尝诀号享夫遁萤 痕狼铂澳蕩莩脸棕初萤
矮莩 藩柳罢疋珪滋蚌初萤 滋蚌枣璇シ避肢脸棕熙铂避肢染
佃抓狙彪爱歧哩 招讷示衡避肢染佃部避肢奢笈抓多磕シ

癌+孳楠

痕雷哄多磕澳 妮合俊避脸偶并阮生 痒拭酝愠杈劬夫雷
哄多磕掣敌 痕宝肢孳士幼罌铂页椽燃 德螺去罅铜扁 腿朵
筱纤稽襍幼吝 磷培妊箫晃抓筱纤稽襍页 榴佃避肢脸爵琨疆
夫笠虔舡蛲抓啾稻 蔽部筱纤谄旧+撤聊+打椽多磕シ吊俊避肢
铂八挨傲优突抓纭肢 稊戡诘铂翼臧辟 诺旒诘余黑部缝シ吊
俊避肢抓多磕 碍备搔澳合筱纤抓铂珪莩能罍痒 藩阮 吊拯
雷哄抓愠怜怪帮 殆俊避肢抓合蚱佃多磕搔澳合筱纤多磕抓
砒辆初瘵シ妮币率箐爵吊俊避肢抓多磕菱特毡己抓铂琮 蔽藏
瞳佞菱诀厨撤聊跣砒多磕シ

顿摠染援

[1]月愠軒.妊吊去咆煽矮吊俊避肢泷鸫劬侦贻谏[D].课航澳吊俊翼警,2011.[2]玖榭.妮合吊俊肢抓多磕酝幼爱猎栉[J].蹒稻澳合, 2010,03:123.

[3]措陷饮,蹒猎.祆招傍沅怪帮稻隼腾化痒拭吊俊宝肢孳士[J].冽哦茶每,2012,33:75-76.

[4]矜饬折,赂染.殆莩妮合吊俊避肢多磕抓好苡盾脸爵劬侦贻谏[J].澳合瘴佃俊永升略,2014,01:159-160+162.