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SWOT analysis-Montefarm

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From an absolutely dominant company that directly imported drugs for the needs of its pharmacies and health care institutions, Montefarm has today become a company that procures medicines and medical devices in line with national Law on Public Procurement. Therefore, certain companies have come to a situation where they have a monopoly position in the distribution of medicines on the territory of Montenegro, while Montefarm, as a state-owned company, has been brought to a subordinate position. Namely, Montefarm is legally prevented from importing medicines, so it does so exclusively through a public call for tenders, via the CEJN platform, where suppliers submit their offers. Which, of course, benefits the suppliers, and they make the biggest profit precisely by supplying this state-owned company.

Therefore, it could be said that Montefarm directly enables the growth and development of the competition, which is of course not the company's goal. Privatization of such companies ended in a negative scenario in many state-owned companies. Montefarm is not a direct importer of drugs, but initiates procurement procedures through public calls for tenders through the CEJN platform, to which all suppliers apply. The company is currently in the process of

reorganization and rejuvenation, which results in a constant increase in profits. Namely, modern ways of doing business have been introduced, thus the supply of this institution has multiplied.

However, as Montefarm is synonymous with a pharmacy in its true sense, which is not conceived as strictly commercial, as it is a case with almost all other pharmacies today, this is where we see the advantage of this company.

Today, there is a great interest in marketing products within MONTEFARM's units, due to their increasing attendance and profit growth. Here we are talking about a wide portfolio of medicines, auxiliary medicinal products and cosmetics. Montefarm's market share in the total turnover of medicines prescribed by compulsory health insurance is dominant.

Biography

Marina Sofranac was graduated at Faculty of Management in Bar also Secondary Medical School-pharmaceutical technician and she is having an experience pharmaceutical technician at public pharmacies at 2001-2021; Now in 2021 her current position is commercialist at Commercial Sector for OTC drugs.

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