

Danish scientific journal
DSJ 

№21/2019

ISSN 3375-2389

Vol.1

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1000 copies

Danish Scientific Journal (DSJ)

Istedgade 104 1650 København V Denmark

email: publishing@danish-journal.com

site: <http://www.danish-journal.com>

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BUSINESS IDEA AND BUSINESS PLAN: HOW TO OPEN APTEK FROM SCRATCH**Chornenka Zh.***Higher State Educational Establishment of Ukraine
«Bukovinian State Medical University», Chernivtsi (Ukraine)***Abstract**

The proper establishment and further operation and development of each business entity requires detailed planning, an effective tool of which is the business planning process. Particularly when launching a new direction, type of economic activity or creating a strategic business unit, the development of the business plan as a detailed preliminary analysis and forecast of the prospects of the entrepreneurial project is important.

Keywords: business planning, entrepreneurship, competitiveness, business plan, pharmacy.

The business plan is a versatile planning tool and allows you to solve a large number of different tasks. Therefore, business plans as documents can differ substantially from one another in form, content, structure, volumes, etc. Yes, a business plan can be developed for the enterprise in general or for individual business lines (strategic units, products (services), technical solutions, etc.). In the first case, a business plan can relate to a new company, operating, or a company that reorganized. For an active company, this document may be developed for the purpose of planning development or providing financial rehabilitation.

In turn, a business plan for the development of an enterprise can apply to the whole enterprise or its separate production unit. Classification of business plans can be continued. The structure of a business plan also depends on the type of business and its business, the complexity of the tasks of implementing a business project. Therefore, for research enterprises that develop new ideas, new products or services, research of a marketing nature about identifying potential consumers of innovations, their financial capabilities, and the necessary service is of fundamental importance. Particular attention should be paid to the risk of research activities, methods for its identification and consideration in the relevant sections of the business plan.

The features of a business plan structure depend on the characteristics of the entity for which this document is calculated (bank, investor, partner / business contractor, or future employee). **Consequently, the composition and content of the business plan depend on:**

- Kind of entrepreneurial activity;
- Areas of operation of the enterprise;
- The size of the business and the volume of investments required for its organization;
- Prospects of development of the enterprise and implementation of the entrepreneurial project;
- Characteristics of products (services) of the enterprise and the existing stage of its life cycle;
- The objectives of the business plan and the audience for which it is designed;
- The chosen strategy of the enterprise;
- The size of the target market and the level of competition on it;
- Level of detail of planned calculations in time, etc.

Every business has its own peculiarities that are relevant to its scope, size, market specifics, etc. Therefore, it is difficult to identify a certain standard methodology for developing a business plan. At the same time, the generalization of business experience allows to allocate in the process of work on business plan three stages: initial, preparatory and basic. The initial stage of developing a business plan involves the formation of 10 concepts of future business (search of entrepreneurial ideas, choice of business, justification of the choice of business organization form, choice of how to start a business).

Principles of business planning, the observance of which will allow the development of a document that meets the requirements for its development are:

- *Adequacy* - the business plan and the provisions of all its sections must correspond to the existing market conditions, in which the enterprise operates, its size, capabilities, resource provision;

- *Targeted character* - calculations conducted in business planning should correspond to the main goal set during the development of this plan document (maximization of profit or income, minimization of expenses, etc.);

- *Constancy* - effective management of the operation and development of the enterprise involves not only the development of a business plan before its registration and creation; this should be a continuous process of business planning, implementation of an entrepreneurial project and its adjustment during the project implementation;

- *Systematic* - a set of indicators and calculations conducted during the development of a business plan must be linked to a single system of indicators, agreed upon by common goals and resources;

- *Science* - all calculations made during the development of a business plan should be based exclusively on scientific approaches and techniques;

- *Optimization* - in the course of calculating the indicators should ensure the selection of acceptable, but the best option for the implementation of enterprise project and enterprise development.

The content and structure of the business plan are not regulated. Accordingly, different approaches to the design logic and structure of this document can be applied. However, given that the business plan development process has its own internal logic, the observance of which allows to systematize calculations of the main indicators of a business plan and the development of its

structural components in logical sequence, as well as generalization of theoretical and practical aspects of business planning, allow us to determine such an optimal structure Required sections of the business plan:

- A. Title sheet.
- B. Content, list of sections.
- C. Summary of the project.
- Section 1. Branch, enterprise and its products.
- Section 2. Market research.
- Section 3. Marketing Plan.
- Section 4. Production plan.
- Section 5. Organizational Plan.
- Section 6. Risk Assessment.
- Section 7. Financial plan.
- D. Annexes.

It should note that the specified structural components of the business plan are mandatory elements of it as a document and none of them may not fulfilled. For each specific case, the development of a business plan, its goals, objectives and object, the structure of the document specify, detail and introduce additional specific for a particular business project sections.

Directly start developing a business plan is necessary to provide a brief description of the industry, which owns a business project (its current state, development trends, the possibility of new types of products, sectoral factors that promote or restrict the development of the enterprise (the implementation of a business project)).

The next step is to uncover the concept of enterprise behavior in the industry (which envisages coverage of strategic and tactical goals of activity, products (services), its attractiveness, and prospects for enterprise development). After that, a general description of the market of products (services) of the enterprise given (potential and trends of market development and target segment, justification of the placement of the enterprise, assessment of the impact of competition).

The next step is to identify the targets and objectives of the marketing activities of the company (planned market share, branching out the system of sales, the use of the system of discounts, etc.) and justifying the marketing strategy and programs that it provides (means and channels of sales, pricing policy, advertising company, support policy product)

The logical next step in developing a business plan is to forecast the volumes of sales of products (services) of the enterprise (at time intervals, by types of products (services), by consumers, conservative forecasts, most likely forecasts, optimistic forecasts).

With the information on the probable volumes of future sales of products (services), the business plan developer can calculate the production parameters of the business project (major technological operations; machinery and equipment; raw materials, production and non-production premises), through which the process will become possible production and sales of products in accordance with projected sales volumes.

At the next stage, the organizational parameters of the enterprise (business project) (organizational form of management, the need for personnel, in particular management and external consultants) must be substantiated

in order to understand how the process of realization of the business project will be organized, its management, within the limits of which the organizational-form the project will be implemented.

As each section of the business plan is developed, it is necessary to identify and describe the potential threats to the implementation of the business project and provide ways to minimize them (types of potential risks, most likely risks, and ways to respond to threats to business).

The final stage in the development of a business plan is the calculation of the financial needs of the business project implementation (drawing up a plan of income and expenditure, a plan for cash receipts and payments, the planned balance, calculations of financial ratios, sensitivity analysis, proposals on the form of obtaining and the timing of returning borrowed funds) in accordance with needs, provided in each of the previous sections of the business plan, the summing up of these investments together and conducting calculations of the economic indicators of the effectiveness of the project implementation.

The final stage of developing a business plan is to write short conclusions from the main provisions of the business plan (summary writing).

We suggest considering the indicative scheme of making a business plan based on a business idea: how to open a pharmacy from scratch.

The pharmaceutical business is one of the most profitable after-business related to food, alcohol and tobacco. Demand for medical products and related products is steadily increasing.

In general, this is due to poor ecology, and high concentration of harmful substances in food, and more careful attention of people to their health. The average pharmacy check can compared to the average check in the supermarket.

At first glance, this segment of the market seems to be closed and difficult enough to enter. In fact, this is not the case at all. Previously, the fact that pharmacies were purely family business, and administrative barriers to the pharmacy were difficult. Now if a person has sufficient initial capital and necessary business qualities, he often starts wondering how to open a pharmacy from scratch and from where to start.

Types of pharmacies you can open

Pharmacies can be of several types, namely:

- pharmacy;
- pharmacy store or kiosk;
- pharmacy of finished medicines;
- production pharmacy;
- pharmacy with the right to produce aseptic drugs.

It is better to choose from the first three options. Moreover, the pharmacy of finished medicines here has the widest sceptor of functions, including the possibility of selling prescription medicines.

Having opened a pharmacy, you take care of prospects for further expansion of business. For example, you can open several pharmacies, and the pharmacy will become their head office.

Documents needed to open a pharmacy

In order to open a pharmacy, you need the following documents:

- obtain a license for the sale of medicines in retail;
- get permission of the fire service;
- to apply to the laboratory center and obtain a sanitary passport for the premises and permission to use it as a pharmacy.

Even if you collect documents at the maximum speed and with the strain of all the forces, it will take at least a month and a half.

Form of trade organization

To begin with, you need to determine whether the layout closed when the goods are lying behind the window glass, or open, when buyers can take the goods themselves, as in a supermarket.

Of course, the closed layout is safer, but the open layout immediately increases sales by 20-30%. Nevertheless, these figures work only for pharmacies, located in lively crowded places with a passage of more than 10 thousand people a day. If the passableness is less than an open calculation to a substantial increase in profit will not result.

What you need to open a pharmacy from scratch

Requirements for the premises

While many seek to open a pharmacy in the city center, near the metro or in the big shopping mall, most people still prefer to visit the pharmacy closest to the home.

At the same time, a bit higher prices than competitors, usually do not take into account. Therefore, the best place to open a pharmacy will be the sleeping area, very lively and densely populated.

The minimum area of the premises should be 75-80 square meters, which will include:

1. a trading room;
2. place for storage of drugs;
3. place for the staff.

Well, if there is another office for the head and accountant, the archive, the economic block. When choosing the finishing materials, it should be remembered that the pharmacy will be regularly carried out wet cleaning using disinfectants. The floor of the pharmacy is usually either tiled, or covered with linoleum with welded seams.

Indoors must be present alarm (security, fire) and ventilation. In the place of storage, there should be sensors that track air parameters.

In addition, this is only part of the requirements that need to take into account when opening a pharmacy. Just bringing the outbuilding properly will require at least tens of thousands of dollars. Much more profitable to rent a room than to buy it in the property. It is better to conclude an agreement with a fixed monthly payment of 1-2 years. This will save your business from economic instability and other external factors.

Requirements for pharmacy equipment

The minimum equipment for the pharmacy will cost you 5-8 thousand dollars. To get started, you will need:

- cash registers;
- shelving;
- showcases;
- counters;

- closed closets;
- refrigerators;
- computers;
- safes for storage of narcotic drugs;
- furniture for other premises, cabinets.

If this equipment is not available, you simply will not license to open a pharmacy.

Requirements for pharmacy staff

Staff requirements will be simple. The head of the pharmacy must have a higher pharmaceutical education and work experience in this field from 3 years.

A private entrepreneur will not be able to open a pharmacy without pharmaceutical education. However, the lack of a pharmaceutical education entrepreneur can compensate for the employment of a pharmacist whose seniority is at least 5 years.

Similar requirements apply to all other personnel who work with the storage, acceptance, release, manufacture and destruction of medicines.

In principle, all pharmacists should have higher pharmaceutical education. Exception can only be cleaner.

Every 5 years, all employees are required to undergo advanced training.

Two categories of people are appealing to the pharmacy. Some come after the appointment of a doctor and clearly know what drugs they want to buy. Others focus on available symptoms. Therefore, they need a detailed professional consultation.

Benevolent and competent staff - in many ways, the key to success. If you cannot find the appropriate frames, you can contact the recruitment agency.

Purchase and assortment of pharmacy

In order for the range to be as wide and rich as possible, it is advisable to buy drugs at once in several distributors. A large chain of pharmacies allows you to buy medicine with substantial discounts.

If you plan to open only one pharmacy, you can combine with other drugstores-singles to create a purchasing cooperative and receive discounts.

A single pharmacy is better at attracting potential customers not at prices (since it is unrealistic to beat out distributors at bargain prices), but to work in a fundamentally different direction - maximize the range and offer customers detailed professional advice.

It is better not to limit sales of medicines and basic medical devices (thermometers, hotplates, tonometers, etc.), but also to include cosmetics, hygiene products, nutritional supplements, diet and baby food and so on.

The price of most medicines is usually limited by the state (it will vary from 20 to 40%), but the related products can be sold at any cost.

Pharmacy Software

The electronic accounting system will greatly optimize the work; therefore, it is necessary to approach it particularly carefully. There are special companies where you can buy ready-made software modules or order an individual program, taking into account specific wishes and needs.

In order to make such an order, you must first clearly define the functions that the system must perform. For example, it could be the creation of electronic orders for suppliers, conducting economic analytics,

tracking the eligibility of goods, their balances in the warehouse, and so on.

How much does it cost to open a pharmacy?

The opening of a pharmacy of medium size will require an initial capital of at least 600-700 thousand UAH. These funds will go for the purchase of shelves, showcases, preparations, furniture, refrigerators, safes, computers, for the conclusion of a lease agreement, registration of documents, advertising.

Estimated business return

Profit will depend on many factors, including the place where you decide to open the pharmacy, the size of the sleeping area or settlement, the presence or absence of nearby pharmacies, rental rates, supplier prices.

If successful coincidence of all circumstances invested costs will be repaid in half a year. However, even if the pharmacy pays off more slowly, it still has the money invested in it, because the medicine is characterized by stable demand.

In Ukraine, the profitability of pharmacies is usually 10%. This, of course, is a bit. However, for experienced entrepreneurs, the pharmacy is still attractive. The fact is that only the pharmacy networks give real high profits and they are the goal of insightful businesspersons.

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ORIENTAL METHOD OF COMPOSITION OF BUSINESS PLAN AT ORGANIZATION OF ENTERPRISE ACTIVITY OF THE STOMATOLOGICAL CABINET

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ОРИЄНТОВНА МЕТОДИКА СКЛАДАННЯ БІЗНЕС-ПЛАНУ ПРИ ОРГАНІЗАЦІЇ ПІДПРИЄМНИЦЬКОЇ ДІЯЛЬНОСТІ СТОМАТОЛОГІЧНОГО КАБІНЕТУ

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Abstract

Success in doing business depends on many factors. Entrepreneurship in the healthcare system requires a very thorough preparation before starting its work. With the development of production and society, changing the conditions of its life and general culture, the business philosophy remain unchanged; it always adapts to modern business requirements. In addition, for this there is a need for a business plan, the approximate scheme of which we propose to consider on the example of the dentist's office.

Анотація

Успіх у здійсненні підприємницької діяльності залежить від багатьох чинників. Підприємницька діяльність в системі охорони здоров'я вимагає особливо ретельної підготовки до початку її роботи. В міру розвитку виробництва і суспільства, зміни умов його життєдіяльності й загальної культури філософія бізнесу не залишається незмінною; вона завжди адаптується до сучасних вимог господарювання. І для цього є необхідність у складенні бізнес-плану, орієнтовну схему якого пропонуємо розглянути на прикладі стоматологічного кабінету.

Keywords: entrepreneurial activity, business plan, health care institution, search of attractive business idea, dental office.

Ключові слова: підприємницька діяльність, бізнес-план, заклад охорони здоров'я, пошук привабливої ідеї бізнесу, стоматологічний кабінет.