

With this band, we can provide an appropriate environment for women to begin their artistic careers. He urged the relevant authorities to nurture the creative abilities of women and girls in order to bolster the artistic scene with trained and qualified female cadres who can play and sing.

The first female group of Yemeni women who face the pain of war through music is presented in accordance with the Russian women in the World War, who played an effective role in raising the enthusiasm of the soldiers in the war, raising their energies to perform better in battle, but with a difference in goal, and their goal in Yemen became to entertain the people with music from the problems he suffers from the scourge of war, and in which the band cente “Music conveys a message of peace, and we reject war”.

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YEMENI PHARMACEUTICAL MANUFACTURING BUSINESSES' STRATEGIC CHOICES AND THEIR INFLUENCE ON OBTAINING A COMPETITIVE EDGE

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The impact of strategic decisions made in the Yemeni pharmaceutical industry sector on its competitive advantages has been studied in this paper, as it is considered a leading industrial sector and plays an important role in developing the Yemeni economy and meeting its needs, the local market at an affordable price, protecting and enhancing society's public health, and it is possible to benefit from Belarusian experiences as well.

Keywords: pharmaceutical, yemeni pharmaceutical companies, yemen's wars.

ВЫБОР БИЗНЕС-СТРАТЕГИЙ ФАРМАЦЕВТИЧЕСКИХ ПРОИЗВОДСТВЕННЫХ ПРЕДПРИЯТИЙ В ЙЕМЕНЕ ДЛЯ ПОЛУЧЕНИЯ КОНКУРЕНТНЫХ ПРЕИМУЩЕСТВ

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Было изучено влияние стратегических бизнес-решений, принятых в секторе фармацевтической промышленности Йемена, на получение конкурентных преимуществ. Фармацевтическая промышленность является ведущим промышленным сектором и играет важную роль в развитии экономики Йемена и в удовлетворении потребностей отечественного

рынка в лекарствах по доступной цене для защиты и улучшения общественного здоровья. Отмечена возможность применения опыта Беларуси.

Ключевые слова: фармацевтические, йеменские фармацевтические компании, йеменская гражданская война.

The rise of competition, whether locally or worldwide, necessitates the adoption of strategic decisions that are consistent with the organization's or company's strengths, weaknesses, opportunities, and threats, as discovered by (strategic) environmental analysis. The adoption of the optimal strategic option that achieves the organization's mission and objectives, which were identified in accordance with the strategic vision of future prospects, and as a result of the multiplicity of strategic alternatives that business organizations can adopt throughout their life stages, constitutes a successful strategic analysis process. Organizations must select the strategic choice that will help them attain and maintain their competitive edge. In addition, keeping it from being imitated by competitors in order to earn the maximum rate of return on investment.

As a result, the main theoretical problem of the study in Yemeni pharmaceutical manufacturing organizations is represented in the weakness of realizing the relationship between the links of the organization's strategic path (strategic choice and competitive advantage), particularly in those that have competitive capabilities but suffer from the problem of poor alignment of these capabilities with their strategic options. Because of its skills in making optimum strategic decisions, it improves the status quo and propels the firm forward. Thus, the purpose of this study was to determine the extent to which Yemeni pharmaceutical companies are capable of practicing strategic management and its applications, as well as the extent to which they are capable of adopting appropriate strategic options that achieve the best compatibility between the organization and its environment and enable it to achieve a leading competitive position in the industry to compete with imported products.

The significance of this study is evident in its endeavor to investigate the impact of strategic choices made in the Yemeni pharmaceutical industries sector on its competitive advantages, as it is regarded as a leading industrial sector and plays an important role in the development of the Yemeni economy, meeting the needs of the local market at a reasonable price, and protecting and promoting society's public health.

The primary goal of strategic choice is to direct attention to the three levels of strategic choice, based on the general level, the business unit level, and the functional level, and the extent to which business organizations adopt the optimal strategic choice that achieves the best possible compatibility with the variables of the internal and external environment and seeks to achieve goals and the company's mission.

Thus, the pharmaceutical industry sector in Yemen has overcome difficult challenges, particularly with the state's crisis caused by Yemen's wars, in which most patients are unable to obtain medicine, which is considered one of the basics that the state must provide. Pharmaceutical industries: An enabling environment has been established for the development of strong national pharmaceutical businesses that safeguard drug security.

Yemeni goods now provide 10–15 % of the pharmaceutical market's demands, while the private sector manufactures 200 types of pharmaceuticals in addition to life-saving treatments for chronic ailments.

As a result, Yemeni pharmaceutical manufacturing companies adopting the comprehensive cost leadership strategy must focus on reducing fixed production costs as sources of price competitive advantage, with the exception of variable raw material and variable

labor costs, because cost reductions in these areas may affect the level of quality and effectiveness of the pharmaceutical product, and companies must in this case purchase production requirements.

The impact of strategic decisions made in the Yemeni pharmaceutical industry sector on its competitive advantages, as it is regarded as a leading industrial sector and plays an important role in developing the Yemeni economy and meeting its needs, the local market at an affordable price, protecting and enhancing society's public health, and it is possible to benefit from Belarusian expertise as well as import raw materials from Belarus. To be re-manufactured in Yemen, lowering shipping costs to the country [1–4].

Similarly, Yemeni pharmaceutical companies should pay attention to strategic choice because it has a direct impact on achieving the organization's competitive advantage, by following the strategic choice that is commensurate with its internal capabilities and the opportunities and threats resulting from the external environment, as the process of directing companies to adopt the strategic choice in an unscientific way. Its inability to reinforce the current situation leads to its failure to advance to a distinct leadership position.

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