

MANAJEMEN FARMASI

Oleh:

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DAFTAR KATA

aktiva = assets
aktiva lancar = current assets
aktiva tetap = fixed assets
barang lancar = current assets
bersangkut paut = relevance
bersatu padu = cohesiveness
biaya akuntansi = cost accounting
biaya ganti = replacement cost
biaya periode = period cost
faedah = utility
farmasi masyarakat = community pharmacy
farmasi rumah sakit = hospital pharmacy
fixed cost = biaya tetap
kebiasaan membeli = buying habit
kebijakan memberi harga = price policy
kelebihan persediaan = over stock
keluaran = out put
kombinasi pemasaran = marketing mix
kurang laku = slow moving
laba = profit
laba maksimum = maximum profit
laku keras = fast moving
langganan = customer
masukan = input
memilih waktu = timing
motif patronas = patronage motif
motif pembelian = buying motif
motif pembelian produk = product buying motif
motif utama = prime motif

net operating assets = modal bersih berputar
out put = keluaran
pemasaran = marketing
pembelanjaan = financing
pembiayaan sendiri = self financing
pemilikan = belonginess
penawaran = supply
pengarahan = directing
pengawasan = controlling
pengembangan produksi = product development
pengendalian persediaan barang = inventory control
penghasilan = revenue
penghasilan bersih = net income
penghasilan marjinal = marjinal revenue
pengkoordinasian = coordinating
pengorganisasian = organizing
perencanaan = planning
perencanaan laba = profit planning
permintaan = demand
perputaran aktiva = assets turn over
perputaran barang dagangan = merchandise turn over
persediaan barang yang aman = safety stock
persediaan habis = stock out
perundang-undangan = legal question
promosi penjualan = sales promotion
pesaing = competitor
rasa = sense
rasio jangka pendek = acid test ratio
saling mengganti = interchangeable
siklus perputaran = turn over cycle
sistem biaya pembuatan = process cost system
sistem biaya pekerjaan = job cost system
SWOT = strength, weakness, opportunities, threats = ancaman
total revenue = omzet = hasil penjualan
variable cost = biaya variabel

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