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## WALGREENS BOOTS ALLIANCE SWOT & PESTLE ANALYSIS

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**Company Name :** Walgreens Boots Alliance

**Company Sector :** Retail (Beauty and Personal Care) and Pharmacy

**Operating Geography :** United States, Europe

**About the Company :** Walgreens Boots Alliance, Inc. is a United States based holdings company. It has its headquarters located in Chicago, Illinois. The company owns Walgreens, Boots as well as several other pharmaceutical manufacturing, wholesale, and distribution companies. It was set up in the year 1901 by Mr. Charles R Walgreen. Walgreens Boots Alliance was formed as a result of a merger between Walgreens Co and Alliance Boots in the year 2014. Walgreens had acquired a 55% stake in Alliance Boots. After the acquisition, Walgreens has become a subsidiary of the new Walgreens Boots Alliance company. Its business is mainly based in the beauty and personal care retail space and in the pharmacy wholesale and retail distribution sector. This makes the company business divisible into three main segments: Retail Pharmacy USA (Walgreens and Duane Reade), Retail Pharmacy International (Boots and other retail operations internationally), and Pharmaceutical Wholesale, including Alliance Healthcare. The company operates in over 25 countries globally. The company employs more than 225,000 people as per early 2021 records. The company also trades on NASDAQ as WBA as of August 2018. It has also found a place on Fortune's 2020 list of the “World’s Most Admired Companies”.

The core values of the company encompass Trust, care, innovation, partnership and dedication. The vision statement of Walgreens Boots Alliance company reads, “To be the first choice for pharmacy, wellbeing and beauty - caring for people and communities around the world”. The mission statement of Walgreens Boots Alliance company reads, 'We help people across the world lead healthier and happier lives'.

**Revenue :**

US \$132,703 million – FY ending 31st August, 2022 (YoY growth of 0.1%)

US \$132,509 million – FY ending 31st August, 2021 (YoY growth of 8.6%)

US \$121,982 million – FY ending 31st August, 2020 (YoY growth of 4%)

## SWOT Analysis :

The SWOT Analysis for Walgreens Boots Alliance is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong presence across United States and Europe</li> <li>2.Social campaigns and advertisements</li> <li>3.Omni-channel access to consumer goods and services</li> </ul>	<ul style="list-style-type: none"> <li>1.Presence restricted to a few markets</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Expansion in emerging markets</li> <li>2.Merger with Rite Aid to aid expansion and bring in synergies</li> <li>3.Backward integration to strengthen value chain</li> <li>4.Doctor offices in drugstores to diversify company into the medical care segment</li> <li>5.Walgreens Boots Alliance rebrands beauty business</li> </ul>	<ul style="list-style-type: none"> <li>1.Consolidation in the industry</li> <li>2.Uncertainty over reimbursement rates</li> <li>3.Exposed to foreign currency exchange rate fluctuations</li> <li>4.Walgreens Boots Alliance feels Covid-19 impact in Q3 2020</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Walgreens Boots Alliance is given below:

Political	Economical
1.Engagement in public policy issues and political contributions disclosure	1.Protectionist policies of Trump administration 2.Impact of Brexit and fluctuations in currency markets
Social	Technological
1.Changing demographics in United States 2.Spreading awareness by collaborating with well-known celebrities	1.RFID to track promo displays and personalization 2.Leveraging technology to enhance Customer Experience (CX)
Legal	Environmental
1.Affordable Care Act facing an uncertain future	1.Sustainable operations and reduction of carbon footprint

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**[support@swotandpestle.com](mailto:support@swotandpestle.com)**