

# Walgreen Boots Alliance: The first global pharmacy-led, health and wellbeing enterprise

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/EINPresswire.com/ -- Walgreen Boots Alliance  
Market 2016

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<https://www.wiseguyreports.com/reports/648402-walgreen-boots-alliance-the-and-wellbeing-enterprise>

Walgreens Boots Alliance was created through the combination of Walgreens and Alliance Boots in December 2014. Walgreens became a wholly owned subsidiary of Walgreens Boots Alliance after the merger. This case study looks at the performance of the company since the merger agreement and assesses the opportunities and threats facing the company.

## Key Findings

Analyses the company's performance since the merge  
Looks at growth opportunities for Walgreen Boots Alliance since the merge  
Assesses the threats facing the company

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## Reasons To Buy

How has WBA performed in recent years and how has the merger affected the company?  
What strategies is WBA adopting in a bid to boost revenue and profits?  
What are the opportunities and threats facing WBA?

## Key Highlights

Walgreens Boots Alliance is diversifying its offering in order to increase its consumer base. This merger of Walgreens and Boots Alliance has benefitted the company with an extensive portfolio of retail and business brands

For FY2015, the US, the company's largest geographic market, accounted for 78.3% of the total revenues. Whilst the company is expanding internationally it still does heavily rely on the US to generate revenues.

Walgreens Boots Alliance competes with various retailers and supermarkets are also forcing their way into the pharmaceutical industry. Consumers are now able to shop for healthcare products or pick up medication whilst buying their groceries and household items.



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The first global pharmacy-led, health and wellbeing enterprise

Walgreen acquires remaining 55% stake in Alliance Boots

Walgreens Boots Alliance financials

Walgreen Boots Alliance relies heavily on the US to generate its revenues and Brexit could adversely affect the company

Growth Opportunities for WBA

Product diversification increases WBA consumer base

Growing trend in private label market provides growth opportunities for WBA

Growth in online retail can increase the company's revenues

Threats facing WBA

Frequent product recalls could damage the company's reputation

Intense competition can affect the company's revenues

Superdrug in the UK poses a further threat to Boots

Conclusions

The merger provides positive early progress but threats such as brexit loom over the enterprise

Appendix

Further Reading

Further Reading

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Figure 1: BootsWebMD.com

Figure 2: Walgreens Vitamins recalled

Figure 3: Superdrug Zoella range

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