

# MediScripts

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Walgreens is the nation's largest drugstore chain with a total of 72.2 billion dollars in sales for their 2013 fiscal year (Walgreens). This pharmacy has done a lot to insure their growth in sales and to keep customers happy. Walgreens is clearly doing something right if they are the nation's largest drugstore chain. Many companies run into problems but they find ways to overcome the obstacles. Walgreens is a respected pharmacy and trusted by their customers otherwise they wouldn't be as successful as they are now; but Walgreens also ran into serious problems that needed attending to.

Within the 2013 fiscal year, Walgreens has partnered up with Duane Reade, Drugstore.com, Alliance Boots, and AmerisourceBergen (Walgreens). This helped Walgreens boost their sales because Walgreens now offers more items to their customers. The website Drugstore.com is not affiliated with Walgreens.com but because they are now business partners, Walgreens profits from anything being sold by Drugstore.com.

Since there is a recession going on, many people do not want to spend much money. "On the retail side, consumers continue to look for value and extraordinary service coming out of the Great Recession, and Walgreens introduced 2,000 new private brand items last year to meet growing demand for trusted retail brands" (Walgreens). Since these are private brands by Walgreens, the costs are lowered so more customers will choose the store brand over big brand names. Any of the money Walgreens puts in to make these items, comes back to them when customers buy the items. Walgreens doesn't have to split the profits with any other brand name company because the 2,000 new items are theirs. The money made from the private brand items is circulating throughout the company, boosting their sales.

Walgreens also came up with a growth plan to help the company with sales and gaining more customers. The foundation for any company is the employees. These are the people that deal with customers throughout the day; based on the service a customer receives, that could be a deciding factor for whether the customer will continue to shop at that company's store. Walgreens took this idea into consideration and built their growth plan around the idea of customer service.

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