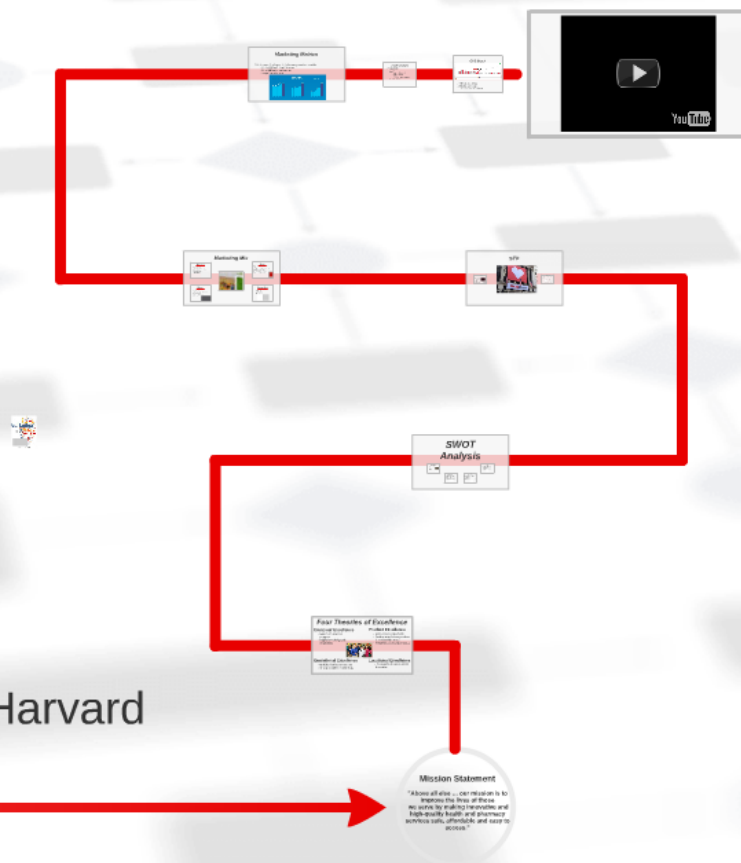


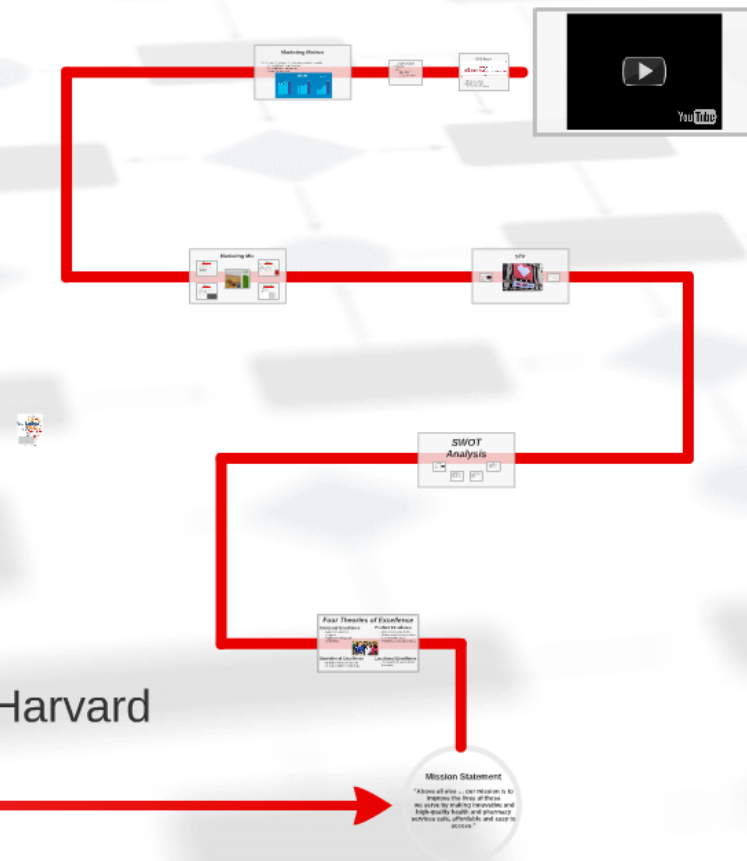
CVS Company Research and Valuation: Harvard Case Solution & Analysis

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Mission Statement

"Above all else ... our mission is to improve the lives of those we serve by making innovative and high-quality health and pharmacy services safe, affordable and easy to access."

Four Theories of Excellence

Customer Excellence

- ExtraCare rewards program
- Highly knowledgeable employees



Product Excellence

- First to market products
- Quality brand name products at reasonable prices
- Reliable CVS brand products

Operational Excellence

- Multiple distribution centers
- Strong supplier relationships

Locational Excellence

- Thousands of stores across the nation

SWOT Analysis

Strengths

- Brand recognition
- Reliability
- Loyalty
- Convenience
- Boldness



Threats

- Other drug/convenience stores
- Walgreens, Rite Aid, Target and Walmart
- Government intervention



Weaknesses

- Not selling tobacco products anymore
- People will go elsewhere for their pharmacy and convenience store needs



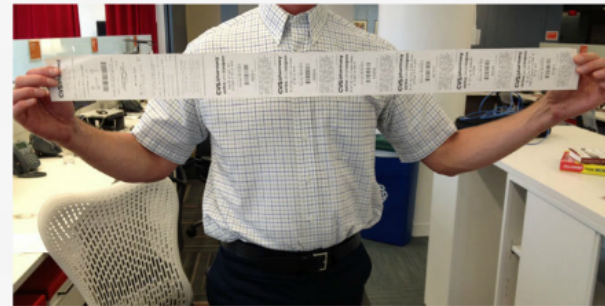
Opportunities

- Continue to produce better generic brands at a lower cost to the consumer
- International growth opportunities in South America
- Expansion of MinuteClinics
- Expansion of the services offered at these clinics



Strengths

- **Brand recognition**
- **Reliability**
- **Loyalty**
- **Convenience**
- **Boldness**



Place

- 7,600+ stores
 - 46 states, District of Columbia, & Puerto Rico
- 900+ Minute Clinics
- 31 Specialty Pharmacies
- CVS.com



