

# Walgreen case study

Business



What planning objectives and goals can you identify in CEO Gregory Wagon's plans to revitalize Walgreen? Looking at the section "A New Chapter" they touched on how Wesson was spinning off its IBM to Catalyst Health solutions Inc. And how Wesson was keen to deliver customers whatever they want from Walgreen even if it means making a very public sale of their IBM and rubbing it in CVS's face.

Showing the company and world just how eager Wesson really was, he moved into developing, introducing, and launching "what is now known as the Walgreen application for the iOS and Android platforms. In this application it has been formatted with multiple features. One of them would be receiving a text message when the customer's prescriptions are ready for pick-up. Wesson has not only brought this to the table but also setting and achieving goals such as; being able to install solar roof panels on many of the Walgreen locations and creating a website called Drugstore.

M, for amazing new access for Walgreen customers. 2. What benchmarks can Walgreen use to measure its success and control progress in its pursuit of these plans? Looking at just some of Wagon's accomplishments listed above, it points out the milestones that are being made in the Walgreen industry as a whole. This has been shown through Wesson doing his part and putting Walgreen on a more direct competition playing field with Wall-Mart and Target. It is also shown that Walgreen is poised to profit from the baby boomers generation.

This is seen because research has shown that this generation is extremely reliant on prescription drugs. Not only is Walgreen as a company doing

better with profit, but Wesson has also added some perks in for the employees as well. One of those perks would be early retirement. But there is one key element that would make Walgreen the biggest success or the biggest failure. Walgreen key to success lies in whether the store managers, the district managers, the regional VSP buy into the transformation. If they do not then this can be seen as one of the biggest failure for this company and could ultimately destroy them.