

Digital Marketing Global Pharmaceutical and Cosmetics Industry



Svetlana Yoncheva

Walgreens Boots Alliance ("Boots"): The Story Begins

In 1849, John Boot founded Boots as an herbalist store at 6 Goose Gate in Nottingham city centre. John Boot passed away when his son Jessie was ten years old.

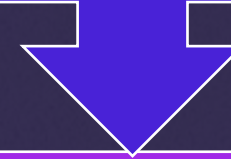
Boots pioneered **Price Anchoring**. Jessie ended up leaving school shortly after his dad's death. Jessie developed the business into the world's first large-scale drug discounter. Jessie cut out the middle-man purchasing large volumes directly from drug manufacturers that saved customers money and grew his empire.

This PowerPoint will explore how Boot's 174 years of traditional marketing approaches have transitioned into a digital marketing powerhouse for the multinational BW.

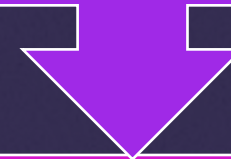
In two transactions 2012 and 2014, Walgreens purchased Boots for \$17 Billion with over 2,200 UK stores and over 55,000 workers. BW's 2022 Net Income was £3.5 Billion.

Boots Navigates Technology To Create A Digital Marketing Revolution

For 174 years, Boots has developed the largest global pharmaceutical brand with over 13,000 stores in 25 countries.



Boots produces and sells business lines focused on A-Z essential daily needs, pharmaceutical drugs, and cosmetic products.

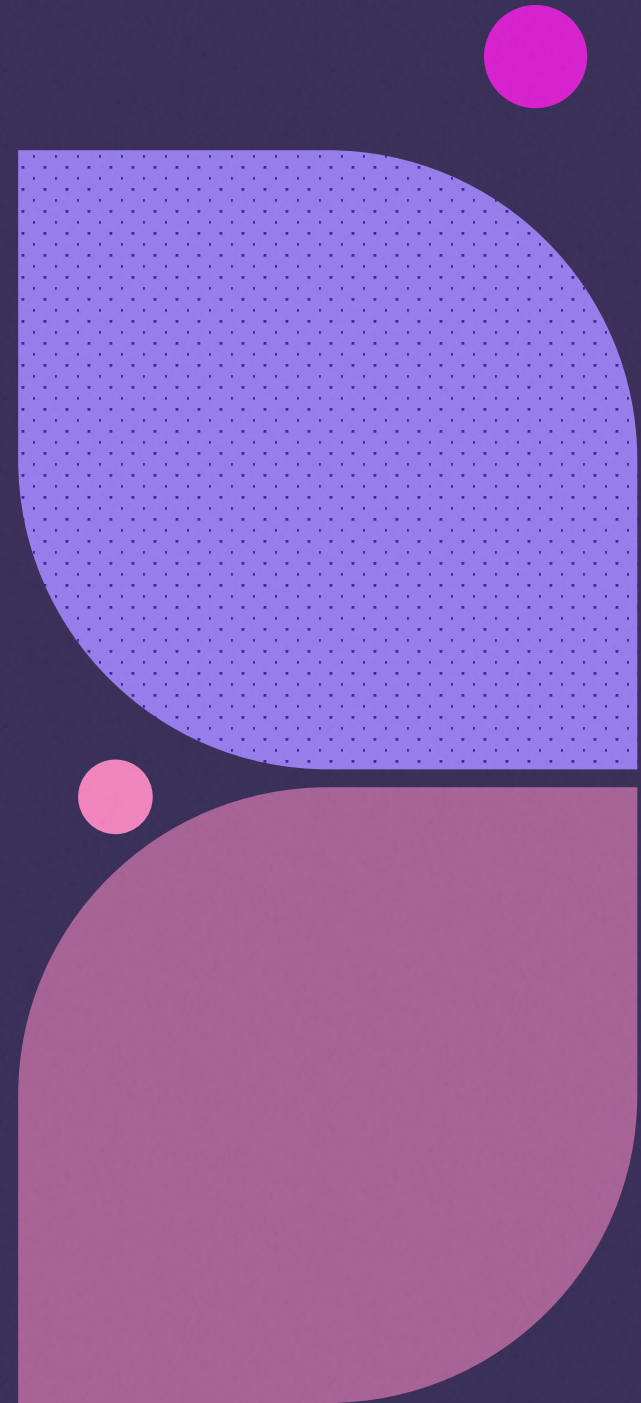


Both product areas will provide ongoing sustainable growth that has been made possible by leveraging technological advances harnessed by the power of digital marketing, Walgreens Boots has been able to engage and convert new global customers while increasing revenues.

1. Product

The Unique Selling Proposition

The key to a successful digital marketing campaign is identifying and relating to the customer's needs while providing a high-quality low-cost product line that is not available elsewhere. The campaign will develop a unique selling proposition (USP) that unlocks customer value in the Boots products and services differentiating Boots from all the competition as best in class. Marketing studies will be used to have campaign speak to the target audience. The key takeaway is how Boots digital product offerings provide greater benefits than that of the competition. This may involve Boots ability to have a better understanding and alignment with the target audience. Boots', as trusted household name, have consistently provided higher quality products at consistently lower price points than its competition.



Boots No7 – Nearly 90 Years

Analog to digital marketing

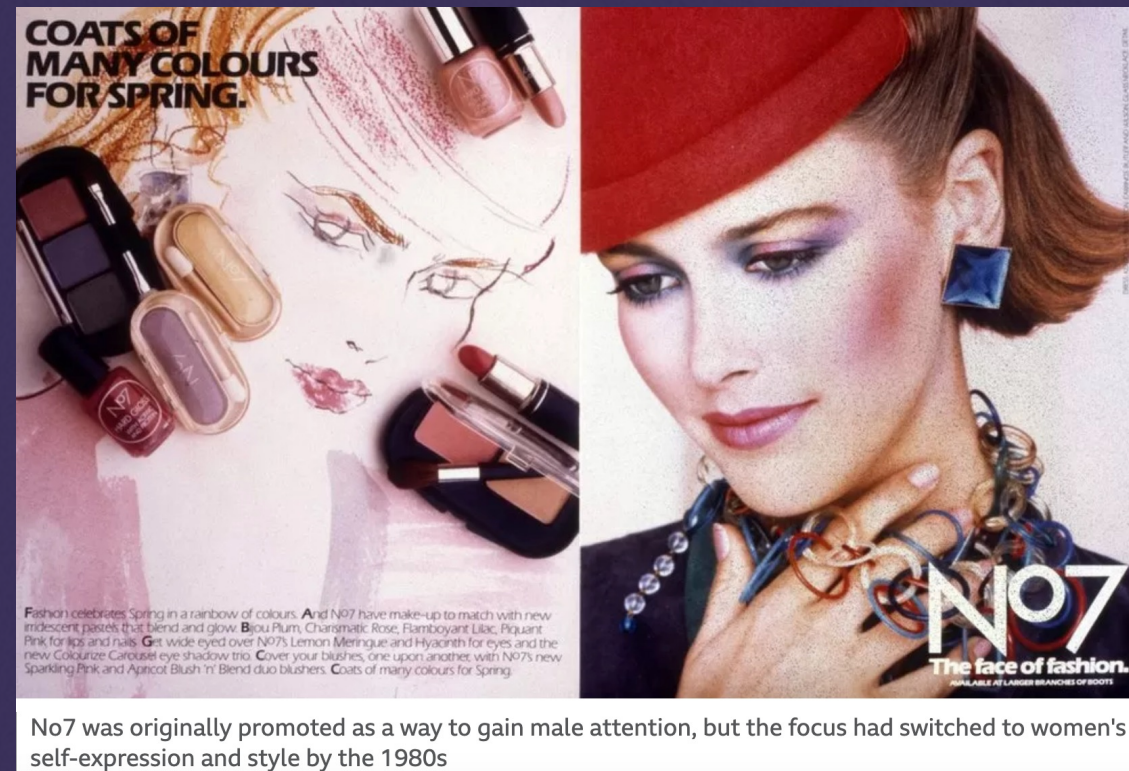
A trusted brand – “*Loveliness*” and “*The Face of Fashion*”

Remain Boots Taglines

1935



2023



No7 was originally promoted as a way to gain male attention, but the focus had switched to women's self-expression and style by the 1980s

Boots Pharmacy and Beauty

Boots No7 1935

In 1935, Boots first launched its No7 skincare line with the pitch: “*The modern way to loveliness.*” Shortly thereafter Boots launched its cosmetics line. budgets drastically increased.



2023 Pharmacy and Beauty



Four Boots Video Product Ad's For No7 Line

1981 – 2023 No7 Product (Click Below)

- Video 1 -[1981 No7 advertisement](#)
- [Video 2 – 1990 All Brand One Stop Shopping](#)
- Video 3 - 2013 Post BW [Merger](#) Global Brand Independent review
- Video 4 - 2022 No7. Serum Foundations Vs. Estée Lauder

Low Budget – High Budget

The 1981 20 second No7 “The Changing Face Of Fashion” Make-up range is basic low-budget ad and does not strike a chord.

1990's **Price Anchoring and Price Skimming** Boots brands sold next to big brands.

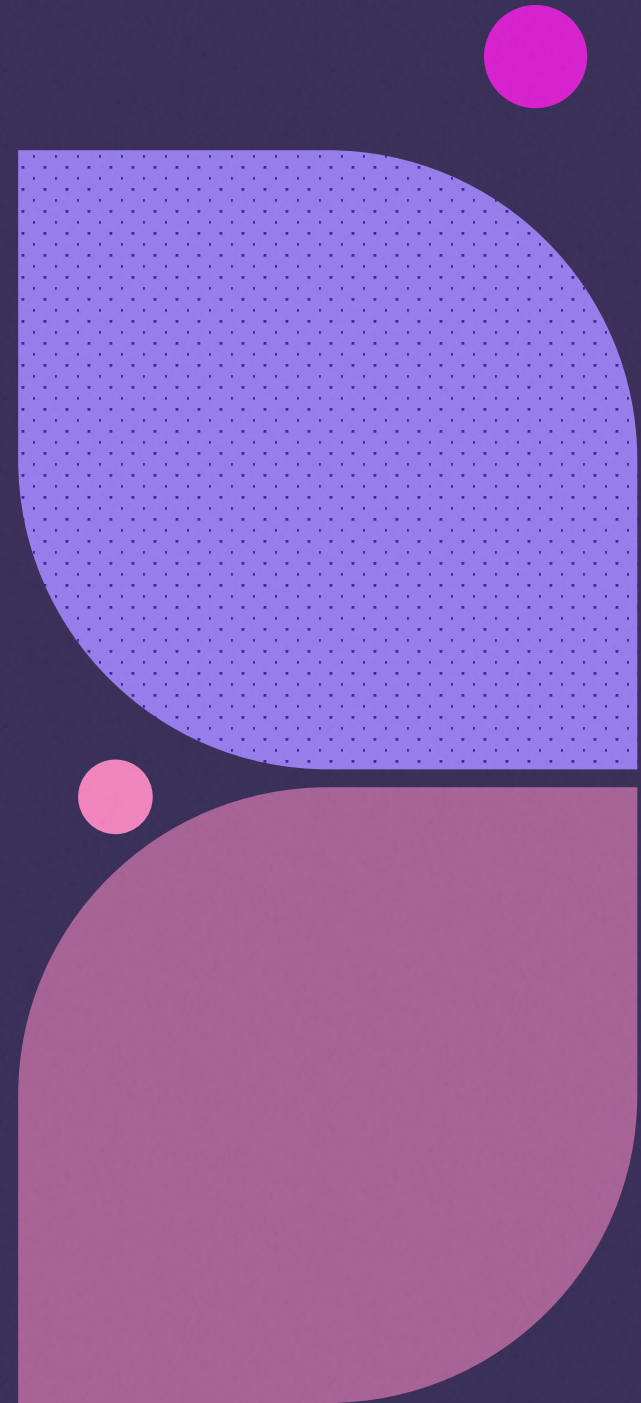
2013 Going Global – First reviews as No7 begins its international price competitive appearance in the USA's difficult market.

2022 -An independent reviewer compares No7 foundation with Estée Lauder – No7's a fraction the price.

2. Price

Unlocking customer value of digital product offerings

Price of boots product offerings (sales) is the most important driver in the Boots business model. The pricing of Boots digital products line determines how much money Boots makes per year. The most important aspect of every business comes down to total earnings after product costs, expenses, and taxes. The measure of health of a business is determined by profitability. In fact, the viability and longevity of every business is determined by successful pricing of its products to sustain the business. Impactful price-driven digital marketing will impact global sales, revenues, and profit margins. An integral part of the digital strategy involves effective pricing for the digital product line. Customers need 'incentives' to drive purchases. Approaches include discounts, 'special offers', loyalty programs, and other programs that ensure that the digital pricing strategies align with the customers perceived value of Boots digital product offerings.



es lower than
self-esteem

Boots traditional digital marketing
of low-cost embarrassing adult
pharmaceutical products @
Boots.com

£5.39



Clearasil Rapid Action Pads

visit boots.com



prices lower than
her expectations

£10.40



Durex Performa Condoms - 12 Condoms

visit boots.com



prices lower than
her inhibitions



Clearblue Pregnancy Test

vi

60 Boots high quality
everyday essentials at the
lowest prices in the UK

NEW

Boots
everyday



- Boots YouTube Ad

SAVE TIME AND MONEY FOR 60 DAY TO DAY PRODUCTS
HIGHEST QUALITY EVERYDAY ESSENTIALS AT THE LOWEST
PRICES IN THE UK. BOOTS PRICE LOCK FROZE PRICES ON 1,500
PRODUCTS (Click below)

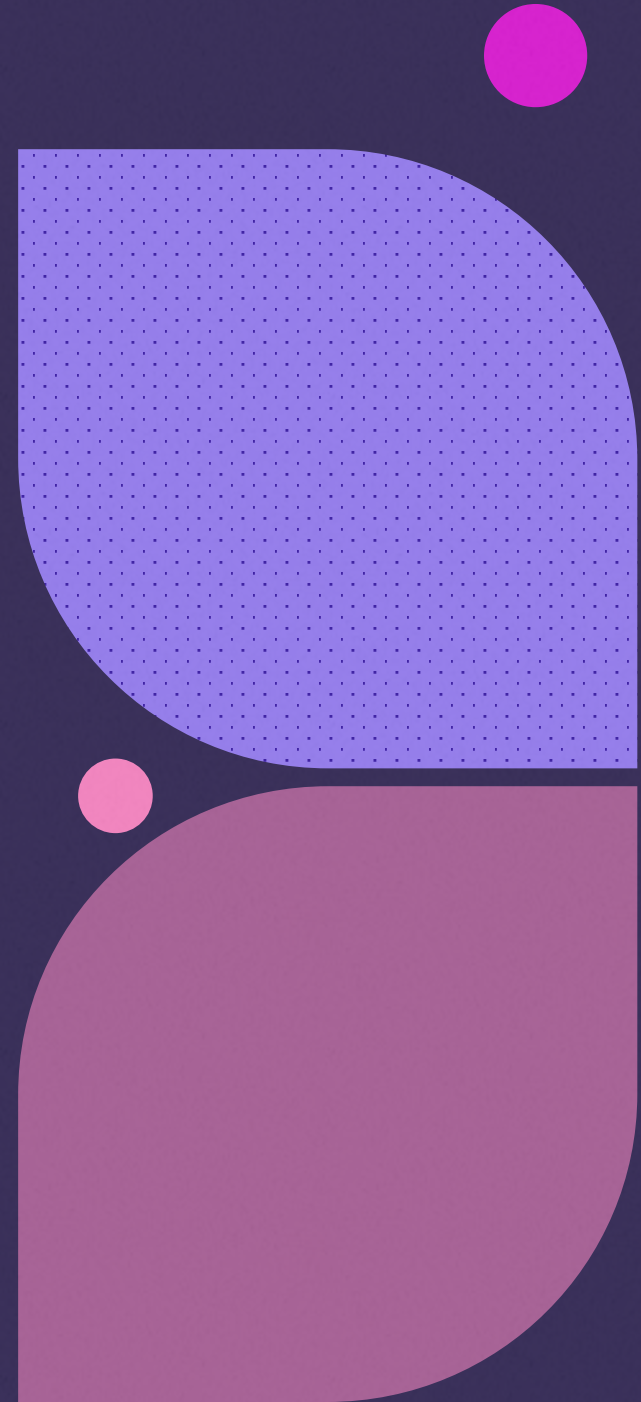
- <https://www.youtube.com/watch?v=BajlcC-Bs9Y>

we're not just trying to save money.

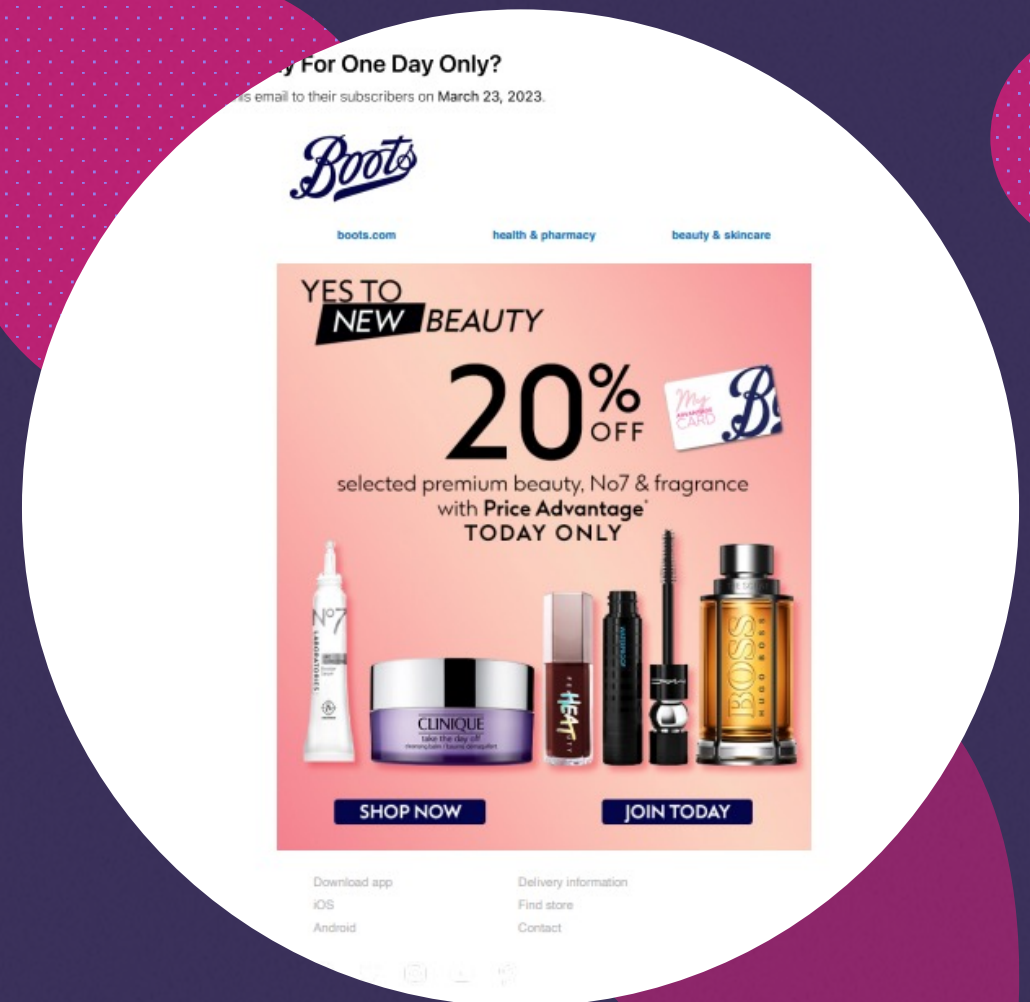
3. Promotion

Develop an effective digital marketing campaign

Promotion are the channels and ploys which Boots utilizes to promote its digital products. The overall objective is to improve sales and revenues for Boots. The best manner to achieve this is: create a 'buzz' around brand awareness that drives traffic to the website. A dynamic digital marketing strategy will include bulk emails via Mail Chimp, targeted audience advertisements on social media Advanced search engine optimization (SEO) will be very important. The most critical aspects of the campaign is identifying and relating to the needs, wants and desires of customers for Boots' products. The messaging will make or break the campaign. It must be short, sweet, compelling and strike a chord that drives sales forward.



Boots online one-day
20% off promotion
engages new customers
to join Boots mailing list
now!



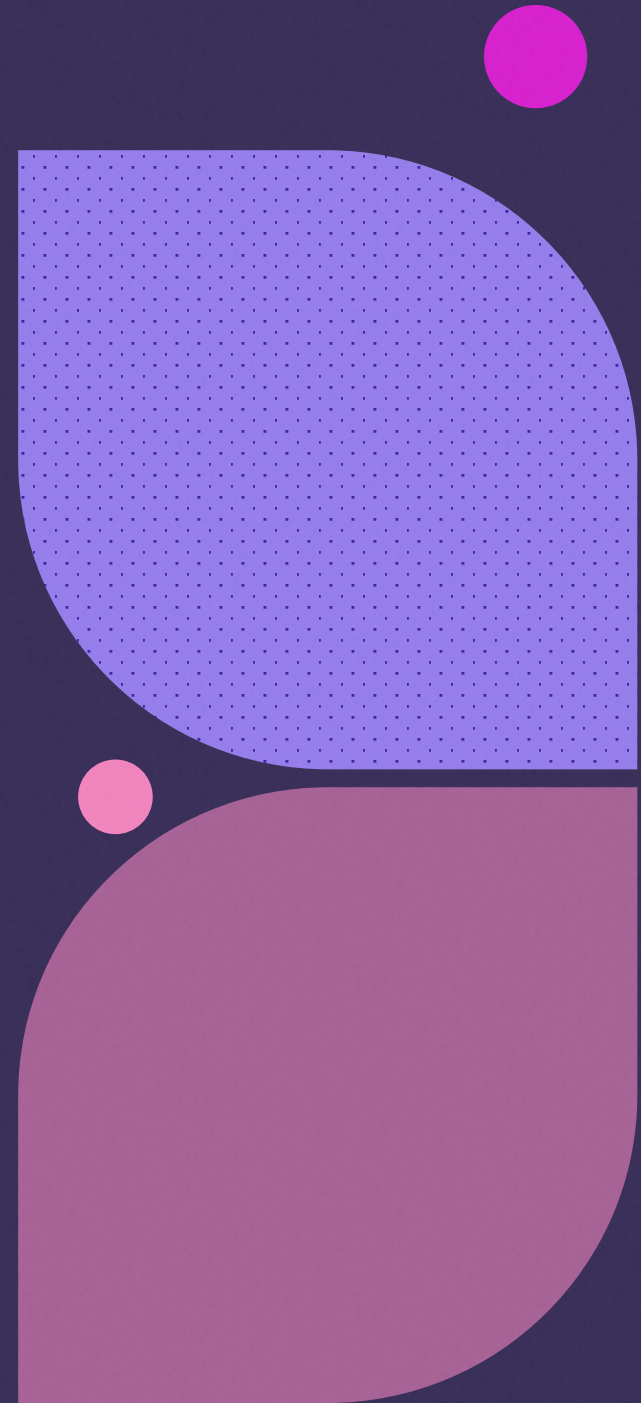
Boots promotional digital loyalty points program from your android or iPhone



4. Place

Boots sales and marketing platforms used to dazzle Boots target audience

In order to successfully manage a digital marketing the place that Boots uses to market and sell their products will be critical to engage the target audience for Boots product offerings. This will require a balance of marketing tactics and subtle techniques that will relate, engage, connect, and convince the target audience to explore the Boots product line and eventually convert them into loyal customers of the Boots brand. The social media channels would include Facebook, Instagram, Twitter, YouTube and eCommerce platforms such as Amazon, Etsy, eBay. The key takeaway is a total alignment between the Boots brand and the customers preferences, behaviours, wants, needs, and desires.




1896 Boots Flagship store

Boots Store, Goose Gate, Nottingham, UK 1896 – Photo From The Boot Archive

Boots Chemists 1920's

- 1920's Product Marketing
- “Fully equipped to serve the needs of the times.”



The Wonder Shop of the NORTH

COVERING a floor space of approximately 15,000 square feet, with entrances in Exchange Street, Cross Street, and The Arcade, Boots The Chemists branch in The Royal Exchange is of a size and elegance such as does justice to the magnificent premises of which it is a part. On the ground floor there are Chemist, Dispensing, Surgical, Toilet, Perfumery, Fancy, Leather, Silver and Stationery Departments; and on the lower floor, Book, Fine Art and Library Departments—a Gentlemen's Smoke Room, and a handsome Lounge and Reading Room. Each department is sumptuously fitted throughout and perfectly equipped to serve the needs of the times according to the highest standards obtainable. In the Surgical Department every provision is made to meet the requirements of the medical and nursing professions and of the general public. A complete stock of anatomy, invalid and surgical requisites is carried and a fully trained and certified nurse is in constant attendance to tender advice and assistance as required.


A handsome Lounge and Reading Room is also provided for the comfort and convenience of customers and the general public.

An additional fact of importance is that at this branch the same modern price rule as at their other establishments.

Here indeed is a shop, worthy of patronage, and of which Manchester residents and Boots The Chemists may be justly proud.

Departments:

CHEMISTS,
DISPENSING,
SURGICAL,
TOILET,
PERFUMERY,
PHOTOGRAPHIC,
FANCY,
LEATHER,
SILVER,
STATIONERY,
BOOK,
FINE ART,
GENTS' SMOKE
ROOM,
LOUNGE AND
READING ROOM



ROYAL EXCHANGE
MANCHESTER.

Boots Pure Drug Co. Ltd.

The 2023 homepage for Boots digital marketing; The London Flagship store



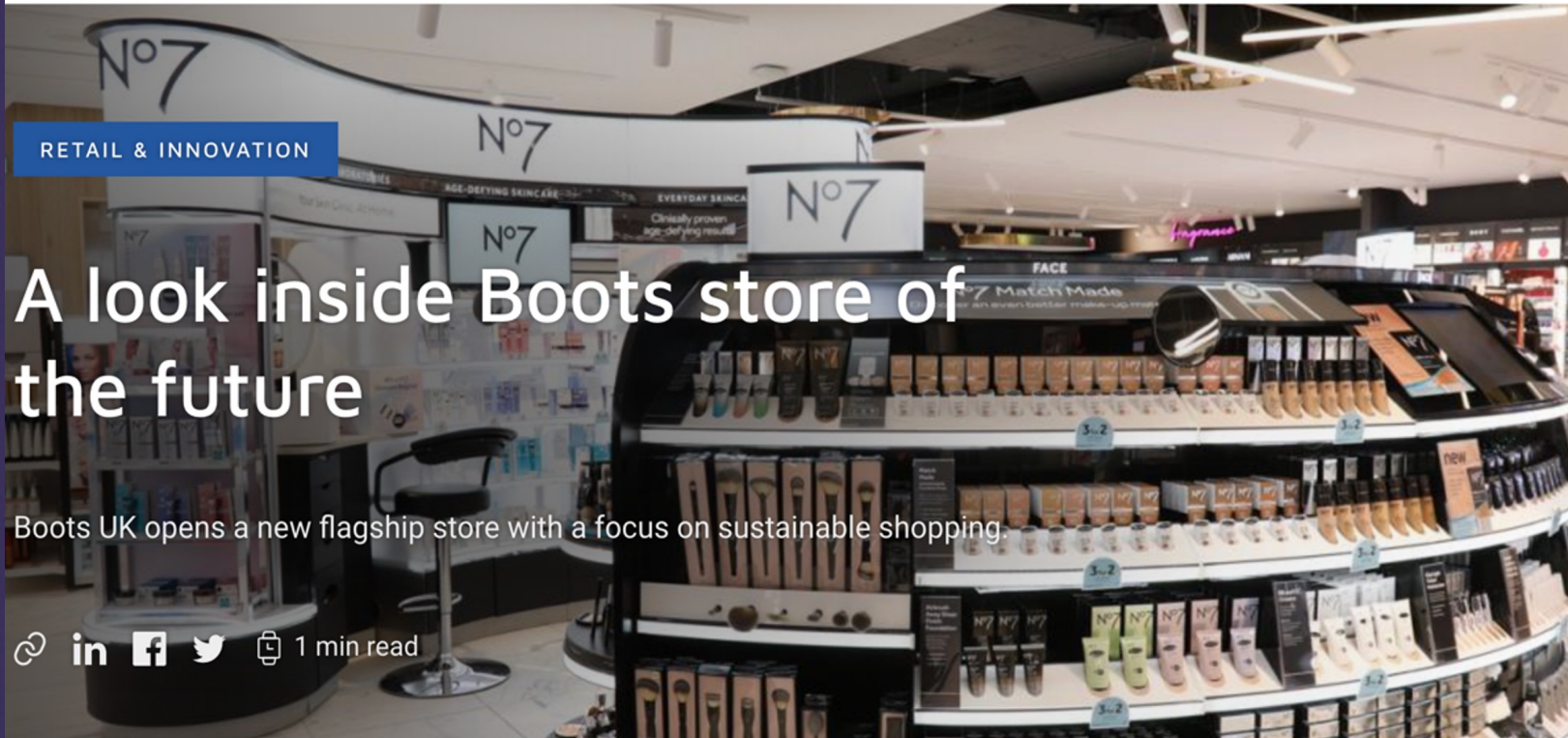
[Walgreens Boots Alliance](#) [About Us](#) [Our Business](#) [Environmental, Social & Governance](#) [Careers](#) [News & Media](#) [Investors](#)

RETAIL & INNOVATION

A look inside Boots store of the future

Boots UK opens a new flagship store with a focus on sustainable shopping.

 1 min read

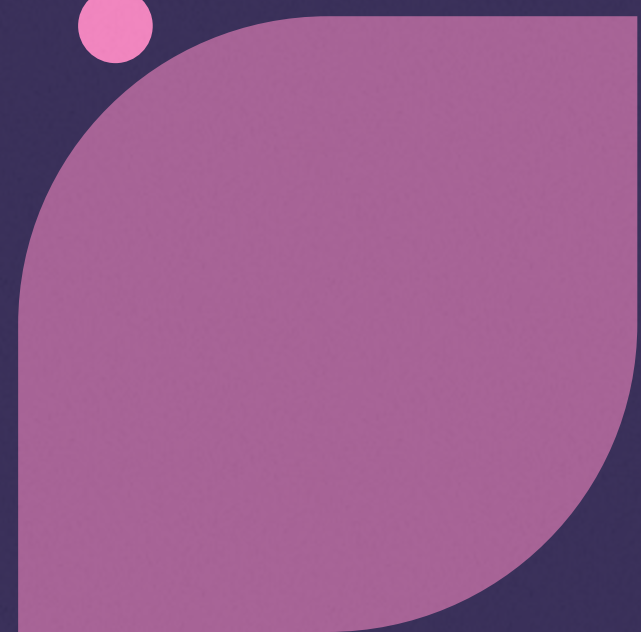
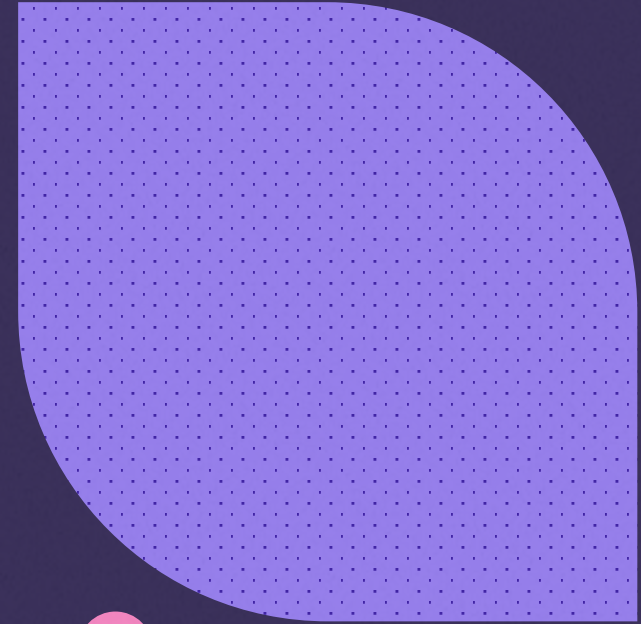


Boots Store, Covent Garden, London, UK 2023 – Photo From Boots Website

5. People

Align With Boots Target Audience

People are the target audience the campaign needs to connect, engage, and empathize with. All successful digital market campaigns have to understand, identify with, and target the specific behaviours of the Boots customer base albeit an institution, individual or groups. Marketing studies with detailed customer data points must be acquired and analysed to determine and understand the dynamics of the target audience for the specific range of Boots digital product offerings that will increase sales conversion rates. The data will allow psychological techniques to be used that addresses the needs, wants and customer specific desires. This will ensure that the messaging is clear and resonates with what the customer needs to know to make a purchase.



Boots Managements Team



[About Boots UK](#) [Environmental Social Governance](#) [Suppliers](#) [Careers](#) [Newsroom](#) [Search](#)

Our purpose and values

[Our stores](#) >
[Boots in numbers](#) >
[Boots Brands](#) >
[Digital](#) >
[Our Leaders](#) v



You are here: [Home](#) > [About Boots UK](#) > [Our purpose and values](#) > [Our Leaders](#)

Our Leaders

Sebastian James, Managing Director



Steve Ager, Chief Customer & Category Officer



Paula Bobbett, Chief Digital Officer



Rich Corbridge (FBCS), Chief Information Officer



Anthony Hemmerdinger, Retail Director



David Hobbs, Transformation Director



Ben Horner, HR Director



Jamie Kerruish, Healthcare Director



Pete Markey, Chief Marketing Officer



Alan Penhale, Supply Chain Director



Lucy Reynolds, Director of Communications & CSR



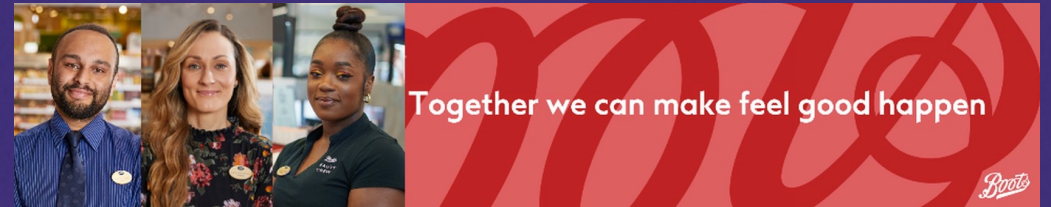
Michael Snape, Chief Financial Officer



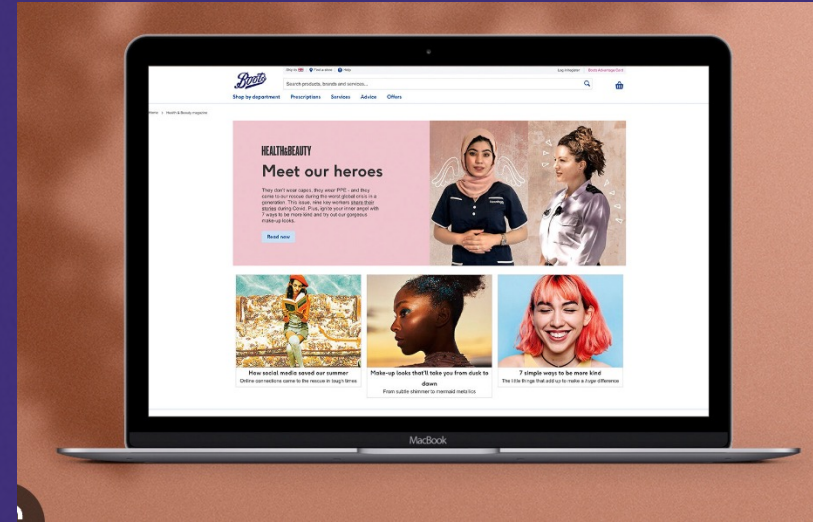
Boots Employees: “Together We Can Make Feel Good Happen.”



The 1,100 sqft store will be a significant addition to the Handforth Dean Retail Park, and will have a real focus on beauty, offering a range of premium beauty brands including Estee Lauder, Clinique and No7.



Boots employees
relate to and
understand the
needs of their
customers



Boots offers a personal touch. The pharmacists' in the video's below illustrates of how Boots pharmacists' actuality care and bond with the clients forming a superb customer facing experience. Boots pharmacists are highly trained employees that providing consistent high-quality customer service, which promotes customer loyalty and retention at the over 2,200 Boots pharmacies across the UK.

[Video's](#)

[Meet our pharamisists](#)

https://www.youtube.com/watch?v=IS_ywo9pZec

Developing trust that boots pharmacists will help your children recover from illness. Boots distinguish themselves as trusted provider of pharmaceuticals for the entire family- under the compassionate banner of "We Care"

[1980's Family drug provider"someone cares"](#)

<https://www.youtube.com/watch?v=-az-X2M2B3Y>

Boots has over 174 years experience as your Family's Trusted Drug Provider

A trusted provider of pharmaceuticals for the entire
family.

under the compassionate work epic of “We Care”

Boots Partners with Macmillan to provide Cancer support
during difficult life and death medical issues.

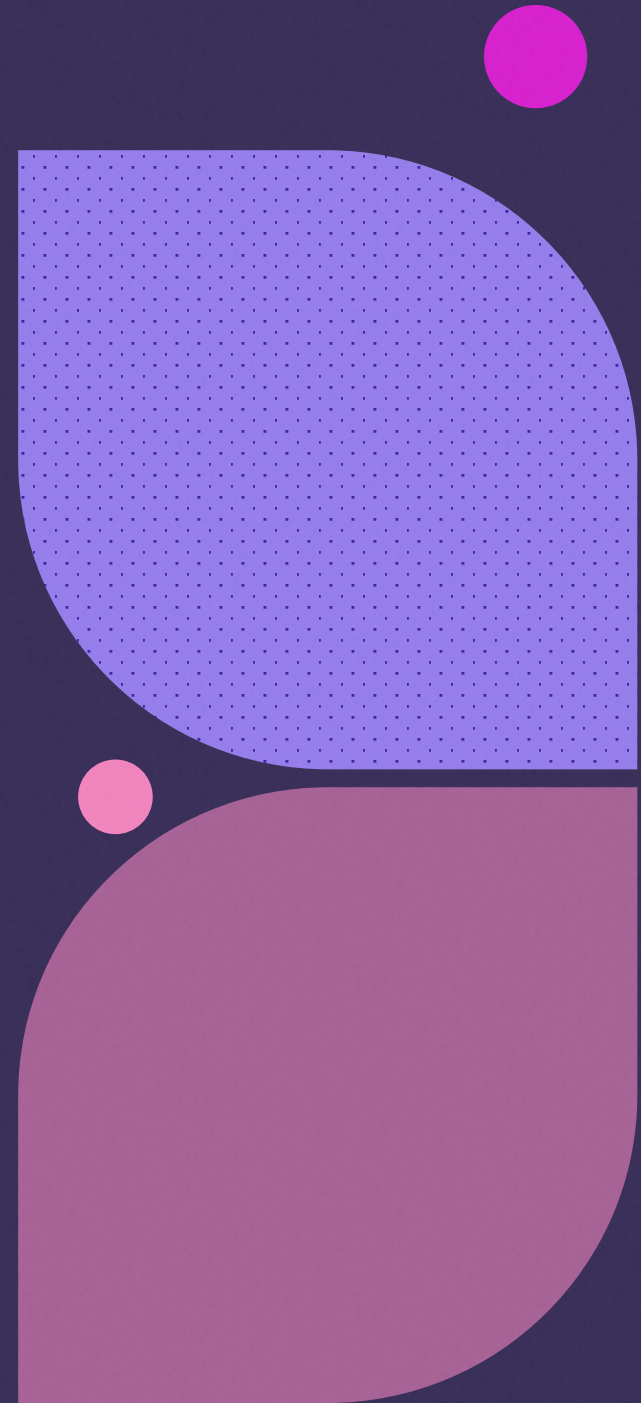
2023 Boots Pharmacists | World Cancer Day | Boots UK

https://www.youtube.com/watch?v=E4_TOKUiB1I

6. Process

Managing Digital Marketing Operations

The management process will be critical in determining the overall profitability of Boots digital marketing operations. The creation of a system that will quantify and provide feedback that may be used to optimize profitability of the digital marketing operations is a critical layer in the 7 p's. Such tasks for evaluation would include: a detailed evaluation of the entire process with identification of cost inefficiencies and areas that need improvement. The improvements could include more efficient software, outsourcing work, or automation. Along with the creation of advanced metrics the entire digital marketing process may be analysed, streamlined, and optimized to cut costs and increase Boots bottom line, profitability, so more time, effort, and capital may be allocated to better management of cost-effective digital marketing campaigns.





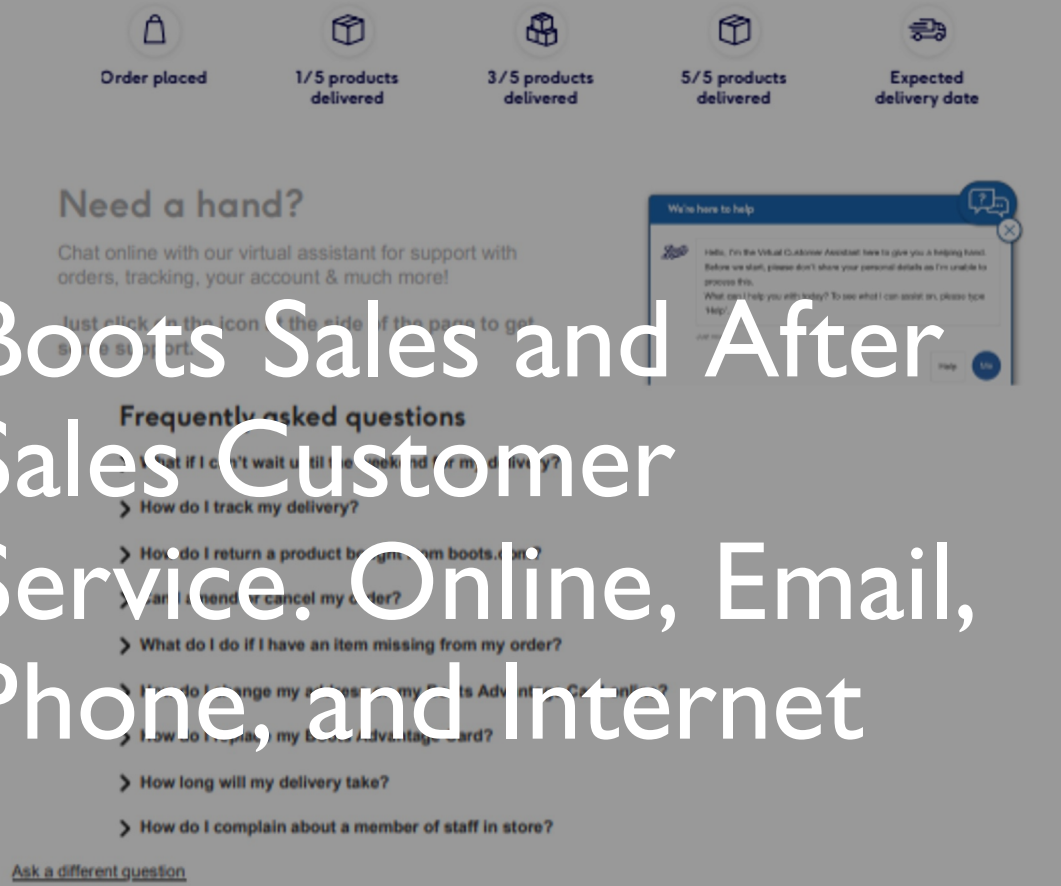
David joined Boots in November 2018 as Commercial Director with accountability for Trading, Boots.com and Space, Range & Merchandising, beginning his current role in early 2020. As Transformation Director, he has led the turnaround of the Boots business and coordinated its activity to manage the impacts of the global pandemic. David also has executive accountability for Boots ROI.

Boots Head Of Transformation

David has spent most of his 30-year career in retail in operational and strategic roles. He started out in Marks & Spencer as a buyer in their food division, before studying in the US for a Masters in Business and becoming a Management Consultant focused on Retail and FMCG.

In 2002 he joined Tesco, who had been one of his clients, initially as Transformation Director but later moving into operational roles in Malaysia, China and back in the UK. His last role at Tesco was on the Group Executive as Strategy & Business Planning Director.

Boots Sales and After Sales Customer Service. Online, Email, Phone, and Internet



Call us

We're currently receiving a high volume of calls and are working hard to bring down wait times on our phone lines. We apologise for the delay and ask that you only contact us for urgent enquiries.

To help us deal with your query, please call the most relevant number below. We aim to resolve the majority of queries on the first call, however, for more serious enquiries this may take longer.

For details on store opening times, telephone numbers and locations, use our [store locator](#).

Store & pharmacy enquiries

This helpline is for:

- Store enquiries
- Opening hours and services available including Covid-19 testing
- Pharmacy services
- Feedback about your experiences in-store or with a particular product

Call 0345 070 8090

Call 0345 121 9040

Boots Opticians

For enquiries relating to booking a Boots Opticians appointment or amending an existing one - Call 0345 121 9040

If you are a member of the Contact Lens Rewards Scheme and have a question about your membership - Call 0345 121 9040

Boots Hearingcare

For enquiries relating to booking a Boots Hearingcare appointment or amending an existing one - Call 0345 121 9040

Boots Advantage Card enquiries

a boots.com order.

Call 0345 124 4545

Boots Photo enquiries

This helpline is for any queries regarding our Boots Photo service

Call 01926 463 605

Boots Customer Care opening hours

Opening hours

Monday to Friday: 8:30am - 7pm
Saturday and Sunday: 8:45am - 5pm
Bank holidays: 9am - 4pm
Christmas Day and Easter Sunday: Closed

Please note all calls will be recorded or monitored for quality and training purposes.

Local rates apply from BT landlines in the UK, other provider's charges may vary. Please check with your provider for details.

Email us

Alternatively, you can email using the addresses below. Please note that if your e-mail requires Boots to access your records, such as queries about a prescription or a Boots.com account or order, it would help if you included sufficient information in your email to enable us to confirm your identity. This could include your full name, current address, order number etc.

For queries: boots.customercare_team@boots.co.uk



Paula was appointed to her current executive role in May 2020, responsible for continuing to deliver at scale and pace digital transformation and omnichannel strategy across Boots.

Since joining Boots in December 2019, Paula has driven the development of boots.com during a period of massive growth and has been instrumental in strengthening online performance and positioning boots.com as the UK's number one health and beauty website.

Boots Head Of Digital Marketing

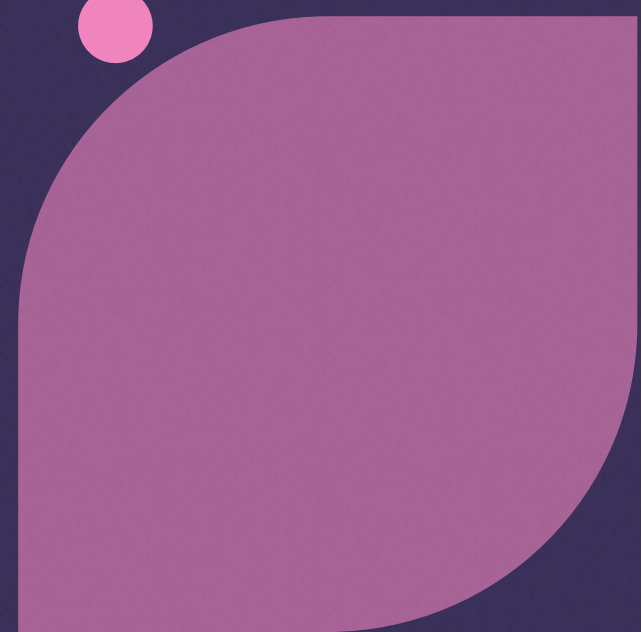
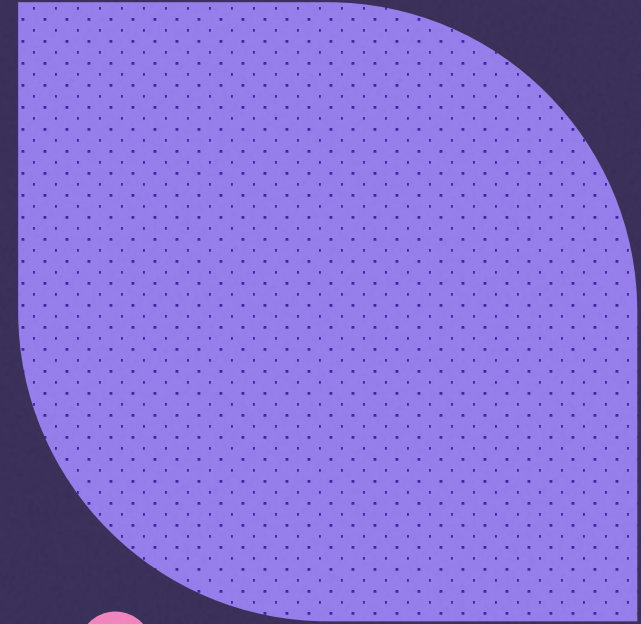
Paula has a highly experienced background in online trading, commercial strategy, data analytics, moving to Boots from her role as Head of Online Performance at Dixons Carphone and has held previous strategy and analytics roles at Avon, British Airways, Debenhams and Vanguard Strategy.

7. Physical Evidence

Credibility, Trust , and Confidence

Bonding with customers with digital marketing

Providing physical evidence is an extremely important factor in developing, nurturing, and building long-term customer loyalty to the Boots brand. Boots has been an established household brand for 174 years! Boots is in the poll position to easily establish credibility, trust and confidence in the digital product line that is being marketed. Trust is never a give it is always earned. We can document the evidence in the form of case studies, consumer reports, digital testimonials, sterling customer reviews, and positive feedback on all of the social media channels. All of the physical evidence outlined above clearly proves the value proposition added that Boots digital product offerings. The high level of proof that people around the world have benefited for Boots product offerings increases brand awareness, credibility, trust, and confidence in all Boots digital product offerings.



Boots Physical Evidence Digital Reviews

Trustpilot – 4,800

Reviews ★ 1.5

1,486 total



Glassdoor 6,700 reviews

Boots
Physical
Evidence
Digital
Reviews

The screenshot displays the Glassdoor website interface. At the top, the Glassdoor logo is on the left, and a search bar contains the text 'Boots'. Navigation links for 'Jobs', 'Companies', 'Salaries', and 'Careers' are visible, along with links for 'For Employers' and 'Post Jobs'. A banner image features four diverse professionals with the text 'With you. We change for the better.' and a 'See All Photos' button. Below the banner, the Boots company logo and name are shown, along with the designation 'Engaged Employer'. A row of statistics includes: Overview (selected), 6.7K Reviews, 1.6K Jobs, 10K Salaries, 1.6K Interviews, 981 Benefits, 33 Photos, 2.3K Diversity, a 'Follow' button, and an 'Add a Review' button. The 'Boots Pharmacist Reviews' section is highlighted, showing a search filter for 'Pharmacist', a 'Find Reviews' button, and a 'Filter' button. It indicates 'Found 418 of over 7K reviews' and a 'Sort' dropdown set to 'Popular'. The average rating is 3.0 stars. Two circular progress charts show '44% Recommend to a Friend' and '47% Approve of CEO'. A profile for Sebastian James with 115 ratings is also visible. On the right, 'Recommended community bowls' are listed, including 'Job Referrals!' and 'Interview Tips', each with a 'Join Bowl' button.

glassdoor

Boots

Companies

Location

Search

Sign In

Jobs

Companies

Salaries

Careers

For Employers

Post Jobs

With you.
We change for the better.

See All Photos

Boots

Engaged Employer

Overview

6.7K Reviews

1.6K Jobs

10K Salaries

1.6K Interviews

981 Benefits

33 Photos

2.3K Diversity

Follow

Add a Review

Boots Pharmacist Reviews

Updated 4 May 2023

Pharmacist

Find Reviews

Clear All

English

Filter

Found 418 of over 7K reviews

Sort

Popular

3.0

44% Recommend to a Friend

47% Approve of CEO

Sebastian James
115 Ratings

Recommended community bowls

Get key insights from other professionals

Job Referrals!

Best way to get your foot in the door with your favorite company! Plus employees...

157.6K

Join Bowl

Interview Tips


Feel free to post any interview questions you might be asked and I'll help you...







157.5K

Join Bowl

Reviewcentre Honest Opinions That Matter






Boots Physical Evidence Digital Reviews










From **89 reviews** • **36.0%** of users recommend this






[Click here if this is your business](#)



Quality of service



Layout of shop



Value For Money

[0 Questions | 0 Answers](#)

[write a review](#)


[ask a question](#)

[Overview](#) [Reviews \(89\)](#) [Media Gallery \(4\)](#) [Q&A](#)

Refine your search


Only show reviews with star rating of:

5 Star




(17)

4 Star




(8)

3 Star




(3)

2 Star



(4)


1 Star




(57)

Average Rating Over Time


Within the last month
(From 0 reviews)



Within the last 6 months
(From 1 reviews)



Within the last 12 months
(From 3 reviews)



Physical Evidence

Decades of Boots Christmas Marketing I of 2

From Dust to Dawn - Videos 1-3

- Video 1 - 1981 Boots Xmas advertisement
- <https://www.youtube.com/watch?v=iZwPXZfgvqI>
- Video 2 - 1996 Boots Xmas advertisement
- <https://www.youtube.com/watch?v=r0NYtoIzlkI>
- Video 3 - 2021 Boots Xmas advertisement
- https://www.youtube.com/watch?v=_Qplq2LNDM0

Boots Evolution

- 1981 – Thirty seconds of a low budget TV Ad that covers nearly all 7 P's. Santa has gifts for the entire family and even Gives them Boots 'Gift Vouchers So they can choose just what they need.' Promotional focus: People (family), Products (Camera, Boots No7 fragrances, costume jewelry, & Boots branded travel shaver) Pricing - Impression of discount for high quality 'Boots brand'. The video is flat and grainy with tacky, themes, sexual innuendo, and Christmas animations. The 'Boo Boo Boo' music is cheesy for the 3rd year in a row, and the rhymes are childish. The message: Christmas with the special touch of boots.

Grade C-

Decades of Boots Christmas Marketing II

Booming 1990's

- 1996 – 30 second ad. 7P's covered! The camera pans to the old-school happy family scene. A little girl in pj's scrawls a letter to Santa, with a purple Crayola, and her teddy bear watches. The snow gently falls outside the window as Jimmy Durante belts the classic song *Make someone happy*. A child plays in the snow, and a 1950's family readies its Christmas Turkey. Boots Product line touted to young mums, a real Santa, smiling children with toys, a shopper with a full Boots shopping bag drags a Xmas tree, waves to a friend, Everyone in the ad is upbeat, HAPPY and smiling. The message: Merry Christmas from Boots The right Chemistry. Boot's theme with Boots customer happiness in focus as the Process works.

Grade B+

Diversity, Equity, and, Inclusion

- 2021 - 60-second-high end ad. 7p's all present. A 1981 Hall & Oates '*You Make My Dreams Come True*' featured in the 1998 Wedding Singer has the camera on a London bus pan on a Xmas Boots shipping bag, a bus number No7, the Boots Big Product brand, and a young lady who sits & finds a pair of Boots branded eyeglasses in a monogrammed Boots case with the initials S.C. Santa's magical glasses make all of the woman's dreams and fantasies come true when she wears them. From a party scene on the bus to a woman in a bubble bath surrounded by Boots candles. In her lounge, she sees several women using Boots No7 cosmetics, lip gloss, eyeliner, and perfume, in a limo to a fancy dress party. Back home, she checks off her gift list while wrapping branded items such as a Dyson hair blower from a Boots shopping bag. Finally, she sees all her ecstatic friends and family opening her gifts with HUGE smiles. The Boots message: Bring Joy For All This Christmas.

Grade A+

Final Analysis and Overview Of Boots

The Evolution of the Boots from 1896 – 2023

Analog to Digital Marketing

In 1896, Jessie Boots pioneered the concept of Price Anchoring while massively expanding Boots' imprint across the UK. His insights allowed Boots to garner massive competitive advantages in the pharmaceutical marketplace by meeting customer needs at a lower price than the competition.

Boots have come a long way in 174 years. It has incorporated subliminal and digital marketing, price anchoring and skimming, and the 7P's: Product, Price, Promotion, Place, People, Process, and Physical Evidence to become one of the world's biggest pharmaceutical chains in history.

Walgreens Boots Alliance ("WBA"), Inc. is a publicly traded, on the New York Stock Exchange, American-British-Swiss holding company headquartered in Illinois. It has been attempting to acquire all the retail pharmacy chains globally and has become the dominant player. It is a monopoly. In 2015, WBA tried to purchase the Rite Aid chain for \$17 billion, but federal regulators rejected the sale as WBA was becoming a monopoly. Finally, WBA was allowed to buy 50% of Rite Aid for around \$5.3 Billion. In 2017, WBA purchased the remaining shares of Rite Aid, and the regulators allowed the transaction.



Walgreens operates stores in the US and Boots in the UK. In the past few decades of global financialization, things have changed, Some good and others not so good. The market value of Boots has skyrocketed. Boots. After the £17 Billion merger with Walgreens, money was no object, and WBA's global digital marketing budgets saw no bounds. On the 2023 website, Boots UK touts its London "Store of the future" where "We Care." Price skimming and anchoring are on parade. Boots No7 line competes next to the top world brands providing equally high-quality at much lower price points.

This digital marketing exercise allowed me to do a deep dive into the inner workings of WBA. What I learned amazed me. While learning a lot about the digital marketing tactics deployed by Boots UK and how massively these tactics improved the bottom-line profitability of Boots UK, my slides, specifically the comparative Christmas video ads, show the bigger a company gets, the higher the video quality. In the past five

It's a night and day difference how, post buyout buy WBA, Boots UK spent a fortune on the recent video, website design, and all of its flagship stores.

It's a phenomenal improvement that will help market the Boots Brand.



Now the bad news. I was shocked to uncover the horrific online feedback, testimonials, and reviews regarding Boots UK's "terrible management, low pay and revolving door turnaround of the employees" at this global pharmaceutical behemoth.

Seventy percent of the employees were appalled, with only around thirty percent saying that working at Boots was a positive experience. The customer service feedback could have been better. Nevertheless, I was stunned by these findings.

In the past five years, Walgreens Boots Alliance Inc's share price on the New York Stock Exchange has dropped 63%. Something needs to be fixed at WBA. WBA's massive financialization and fast growth via buyouts to achieve a monopoly in the global big pharmaceutical markets has degraded the customer-facing experience. The top executives and shareholders make the profits, and the unhappy workers resent the lack of benefits and non-responsive management. A much further and detailed examination of the Boots UK WBA business model is necessary to determine what is going wrong and develop solutions. Boots UK/WBA has severe unresolved issues with the global business.

