

CVS Caremark Corporation – SWOT Framework Analysis

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Abstracts

CVS Caremark Corporation is a leading provider of health care services and prescriptions in the United States. Headquartered in Rhode Island, the company is the largest pharmacy health care provider in the country. The company operates through two business segments - pharmacy services and retail pharmacy.

CVS Caremark Corporation through its pharmacy services provides retail pharmacy stores, retail based health clinics and online pharmacy services as well.

Aruvians Rsearch analyzes CVS Caremark Corporation in a SWOT Framework Analysis.

The aim of any SWOT analysis is to identify the key internal and external factors that are important to achieving the objective. SWOT analysis groups key pieces of information into two main categories:

Internal factors – The strengths and weaknesses internal to the organization.

External factors – The opportunities and threats presented by the external environment.

SWOT analysis is just one method of categorization and has its own weaknesses. For example, it may tend to persuade companies to compile lists rather than think about what is really important in achieving objectives. It also presents the resulting lists uncritically and without clear prioritization so that, for example, weak opportunities may appear to balance strong threats.

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