

# Drugstore.com Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Drugstore.com Inc. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Drugstore.com Inc. and its competitors. This provides our Clients with a clear understanding of Drugstore.com Inc. position in the Industry.

The report contains detailed information about Drugstore.com Inc. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Drugstore.com Inc.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Drugstore.com Inc. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Drugstore.com Inc. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Drugstore.com Inc. business.

### **About Drugstore.com Inc.**

drugstore.com, inc. operates as an online provider of health, beauty, vision, and pharmacy products. The company offers consumers to shop for these products through its Web stores, including those located on the Internet at [www.drugstore.com](http://www.drugstore.com), [www.beauty.com](http://www.beauty.com), [www.sexualwellbeing.com](http://www.sexualwellbeing.com), [www.athisbest.com](http://www.athisbest.com), [www.thenaturalstore.com](http://www.thenaturalstore.com), [www.allergysuperstore.com](http://www.allergysuperstore.com), [www.riteaidonlinestore.com](http://www.riteaidonlinestore.com), [www.medcohealthstore.com](http://www.medcohealthstore.com), [www.visiondirect.com](http://www.visiondirect.com), [www.lensmart.com](http://www.lensmart.com), [www.lensworld.com](http://www.lensworld.com), and [www.lensquest.com](http://www.lensquest.com). Effective February 19, 2010, through its acquisition of Salu, Inc., the company acquired [www.skinstore.com](http://www.skinstore.com) and operate [www.spalook.com](http://www.spalook.com). As of January 3, 2010, the company's lifetime customer base was 11.7 million customers.

### **Segments**

The company operates in three segments: Over-The-Counter, (OTC); Vision; and Mail-Order Pharmacy.

### **OTC**

This segment stocks approximately 35,000 non-prescription health, beauty, personal

care, household, and other products. It also offers approximately 10,000 products through arrangements with drop-ship vendors. The company offers OTC products in various categories, including personal care; makeup and accessories; hair care; skin care; men's; medicine cabinet; vitamins; gifts; oral care; GNC; Green and natural; diet and fitness; household; pets; baby and mom; food and gourmet; flexible spending account; sexual well-being; toys and games; beauty.com (prestige beauty products, also accessible through [www.beauty.com](http://www.beauty.com)); and [skinstore.com](http://skinstore.com) (clinical skin care and beauty products, accessible through [www.skinstore.com](http://www.skinstore.com) and [spalook.com](http://spalook.com)).

Through its subsidiary Custom Nutrition Services, Inc. (CNS), the company also provides personalized nutrition services to consumers in the form of an online assessment of an individual's specific nutritional supplement needs, and deliver the personalized vitamins, minerals, herbs, and supplements in pharmaceutical-grade, daily dose packages. The company is the exclusive online distributor of nutritional supplement programs for Dr. Barry Sears at [www.ZoneDiet.com](http://www.ZoneDiet.com) and The Pritikin Longevity Center & Spa at [www.Pritikin.com](http://www.Pritikin.com). In addition, the company acts as the exclusive fulfillment provider for customized nutritional supplements sold through [www.DrWeilVitaminAdvisor.com](http://www.DrWeilVitaminAdvisor.com), [www.DrWeil.com](http://www.DrWeil.com), and other Dr. Weil-related Websites.

In addition, through its newly acquired subsidiary Salu, the company offers on [www.skinstore.com](http://www.skinstore.com) and through [www.spalook.com](http://www.spalook.com), which the company operates on behalf of a third party, over 200 premium brands of clinical skin care and beauty products typically found only in luxury spas, fine stores, and dermatologists' offices.

## Vision

This segment offers an assortment of contact lenses, in addition to reading glasses, contact lens cases, and other contact lens supplies. The company's contact lens business is subject to the U.S. Fairness to Contact Lens Consumers Act, or FTCLCA, and the related regulations of the Federal Trade Commission, or FTC, which establish a national uniform standard for eye care practitioners and direct marketers with respect to the sale of contact lenses, including verification of contact lens prescriptions.

In 2009, the company entered into a strategic multi-year e-commerce partnership with Luxottica Group, S.p.A. (Luxottica), a company engaged in the design, manufacturing, and distribution of fashion, luxury, and sport eyewear. Through this partnership, the company would develop branded contact lens e-commerce sites for Luxottica's North American businesses, such as LensCrafters, Pearle Vision, Target Optical, and Sears

Optical. The company is also purchasing contact lenses and related products through its joint venture with Luxottica.

### Mail-Order Pharmacy

This segment includes prescription drugs and supplies, other than prescription contact lenses, sold online through the pharmacy section of the drugstore.com Web store or over the telephone and delivered to customers through its mail-order facility. The company is a full-service pharmacy stocking approximately 5,500 prescription drugs. The company employs licensed pharmacists and is licensed to ship prescriptions to all 50 states in the United States. The company serves both cash-paying pharmacy customers and customers with insurance coverage.

### History

drugstore.com, inc. was founded in 1998.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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2 – These sections are available only when you purchase a report with appropriate additional types of analyses.  
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## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

## Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

## **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

## **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

## **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

## I would like to order

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