

# The Vitamin Shoppe - Strategic SWOT Analysis Review

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## Abstracts

The Vitamin Shoppe - Strategic SWOT Analysis Review provides a comprehensive insight into the company's history, corporate strategy, business structure and operations. The report contains a detailed SWOT analysis, information on the company's key employees, key competitors and major products and services.

This up-to-the-minute company report will help you to formulate strategies to drive your business by enabling you to understand your partners, customers and competitors better.

## Scope

Business description – A detailed description of the company's operations and business divisions.

Corporate strategy – GlobalData's summarization of the company's business strategy.

SWOT analysis – A detailed analysis of the company's strengths, weakness, opportunities and threats.

Company history – Progression of key events associated with the company.

Major products and services – A list of major products, services and brands of the company.

Key competitors – A list of key competitors to the company.

Key employees – A list of the key executives of the company.

Executive biographies – A brief summary of the executives' employment history.

Key operational heads – A list of personnel heading key departments/functions.

Important locations and subsidiaries – A list of key locations and subsidiaries of the company, including contact details.

## Highlights

The Vitamin Shoppe (Vitamin Shoppe), a subsidiary of Franchise Group Inc, is a specialty retailer and direct marketer of health supplements. The company's major product portfolio includes vitamins, minerals, herbs, specialty supplements, sports nutrition and other health and wellness products. The company also offer personal care products, food products, grocery and health and wellness solutions. It markets several nationally recognized brands and proprietary brands including Vitamin Shoppe, Betancourt Nutrition, BodyTech, Nutri-Force, and True Athlete. Vitamin Shoppe conducts business through self-operated retail stores under The Vitamin Shoppe and Super Supplements banners, and also sells products online through e-commerce platforms. The company operates stores and distribution centers across the US. Vitamin Shoppe is headquartered in Secaucus, New Jersey, the US.

## Reasons to Buy

Gain key insights into the company for academic or business research purposes. Key elements such as SWOT analysis and corporate strategy are incorporated in the profile to assist your academic or business research needs.

Identify potential customers and suppliers with this report's analysis of the company's business structure, operations, major products and services and business strategy.

Understand and respond to your competitors' business structure and strategies with GlobalData's detailed SWOT analysis. In this, the company's core strengths, weaknesses, opportunities and threats are analyzed, providing you

with an up to date objective view of the company.

Examine potential investment and acquisition targets with this report's detailed insight into the company's strategic, business and operational performance.

**Note:** Some sections may be missing if data is unavailable for the company.

## Contents

### **SECTION 1 - ABOUT THE COMPANY**

The Vitamin Shoppe - Key Facts  
The Vitamin Shoppe - Key Employees  
The Vitamin Shoppe - Key Employee Biographies  
The Vitamin Shoppe - Major Products and Services  
The Vitamin Shoppe - History  
The Vitamin Shoppe - Company Statement  
The Vitamin Shoppe - Locations And Subsidiaries  
Head Office  
Other Locations & Subsidiaries

### **SECTION 2 – COMPANY ANALYSIS**

Company Overview  
The Vitamin Shoppe - Business Description  
The Vitamin Shoppe - SWOT Analysis  
SWOT Analysis - Overview  
The Vitamin Shoppe - Strengths  
The Vitamin Shoppe - Weaknesses  
The Vitamin Shoppe - Opportunities  
The Vitamin Shoppe - Threats  
The Vitamin Shoppe - Key Competitors

### **SECTION 3 – APPENDIX**

Methodology  
About GlobalData  
Contact Us  
Disclaimer

## List Of Tables

### LIST OF TABLES

- The Vitamin Shoppe, Key Facts
- The Vitamin Shoppe, Key Employees
- The Vitamin Shoppe, Key Employee Biographies
- The Vitamin Shoppe, Major Products and Services
- The Vitamin Shoppe, History
- The Vitamin Shoppe, Other Locations
- The Vitamin Shoppe, Subsidiaries
- The Vitamin Shoppe, Key Competitors

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