



SWOT ANALYSIS

"HEALTH-PLUS PHARMACY"

PHARMANAGING.COM



STRENGTHS

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- knowledgeable and friendly staff
- convenient location
- well-organized inventory system
- unique services (i.e. medication therapy management)
- etc

WEAKNESS

W

- limited opening hours
- inadequate parking facilities
- lack of an online presence
- small, independent business (against chain pharmacies)
- etc

OPPORTUNITIES

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- growing population in your service area
- implementation of new healthcare policies
- expansion of online marketing channels
- etc

THREATS

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- new competitors in your area
- changes in insurance policies
- general economic downturn
- new chain pharmacy nearby
- etc