

What we're aiming to achieve

Our mission

To be the world's best Health and Beauty retailer.

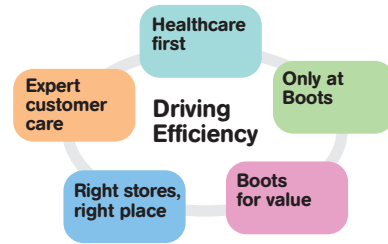
Our business objectives and strategy

We are currently in the third year of a five year plan aimed at transforming the Boots group.

At the heart of this plan lies the need for our businesses to operate at maximum efficiency. And we have also identified five key strategic 'pillars' on which we believe we can achieve our overall business objective:

Building a better Boots

The five pillars diagram appears here, showing how each of these strategic aims, underpinned by Driving Efficiency, feeds into the overall objective above.



Healthcare first

In the UK and Ireland, we aim to be everyone's first choice for healthcare, by offering the widest and best range of health-related products, and by building on our role as trusted providers of expert advice.

Only at Boots

We aim to provide customers with compelling reasons to shop at Boots, by offering excellent, distinctive and innovative own-brand and exclusive products.

Boots for value

We aim to ensure that our customers can rely on Boots for fair and competitive pricing, and for opportunities to save money and further enhance overall value for money.

Right stores, right place

We aim to put stores of the appropriate size and format where our customers want them, and to think creatively about how to make shopping at Boots easier and more enjoyable.

Expert customer care

We aim to provide our customers with the best Health and Beauty advice available, both by training our people and by creating the conditions in which they can perform this valuable role.

Newly defined aims, unchanging values

In their current form, the strategy and objectives outlined on these pages are relatively new to Boots; but the values on which they are based can be traced back to the company's earliest days

1849



1914

Boots starts using electric vehicles on Nottingham site



1925

Opening of first Day and Night Store at Piccadilly Circus in London, enabling customers to obtain medicines round the clock



1930's

Introduction of our first major paper and cardboard recycling scheme



1935

Nº7 cosmetics launched, as 'The Modern Way to Loveliness'



1982

Boots introduces first health food range with accompanying nutrition advice, in response to increasing customer demand