

Wellness Forever: A Strategic Business Model Analysis

Sanchet Shinde¹ and Dr. Sharad Kadam²
Researcher¹ and Guide²

MIT Arts, Commerce and Science College, Alandi Devachi, Pune, India

Abstract: *This research paper examines the strategic business model of Wellness Forever, a prominent healthcare retail chain in India. The company's success is attributed to its emphasis on personalized health advice, extensive product range, convenient store locations, strong brand reputation, and efficient supply chain. The study analyzes the company's growth trajectory, market position, and competitive advantages. It also explores the factors contributing to its success in the highly competitive Indian healthcare retail market. By understanding Wellness Forever's strategic approach, other businesses in the industry can gain valuable insights and identify potential areas for improvement..*

Keywords: Wellness, Business Model, Indian healthcare retail