

Operational and Organizational
 Special operations to manage operations for a
 100,000 sq. ft. store in a new market. The store
 is located in a high-traffic area and is expected
 to be a major success story for the company.
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 for the company.

Germany: a matter of adaptation

LEGAL
 - Capitalism
 - Competition
 - Labor Rights World

ECONOMICAL
 - The benefits of
 - Buyer's Market
 - High & Low
 - High Income and Consumer

CULTURAL
 - High Government
 - Marketing
 - High Quality

Just-In-Time Delivery
 - Just-in-time delivery system
 - Inventory management
 - Supplier relationships
 - Logistics

Cross-Docking
 - Cross-docking process
 - Inventory management
 - Supplier relationships
 - Logistics

Vendor Managed Inventory
 - Vendor managed inventory system
 - Inventory management
 - Supplier relationships
 - Logistics

RFP Technology
 - Request for proposal technology
 - Supplier relationships
 - Logistics

Wal-Mart's Supply Chain

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What makes it so great?

Marketing/Sales

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Wal-Mart's Marketing Mix

Product
 Price
 Promotion
 Place

Walmart's Failures

Strategic Choice - Korea

Ethnocentric-Globel Standardization

Principle: Transfer marketing mix from the US to Korea

Recommendations

Follow the lead of Tesco

Offer lower prices and variety low prices

Product placement and display with convenience

Walmart Background

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Walmart goes public in 1970
 - Mark the beginning of its rise towards becoming an American multinational firm
 - Dominance in the consumer retail industry

Saree Walton Sivadell
 Walmart's first store in Rogers, Arkansas
 - Founded in 1962

Walmart's financial statements show nearly two billion worth of assets on its balance sheet and sales figures in sales revenue

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Supply Chain Management and WalMart



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Walmart goes public in 1970

- Marks the beginning of its journey towards becoming an American multinational icon
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Sam Walton founded Walmart's first store in Rogers, Arkansas



- Founded in 1962

Walmart's financial statements show nearly \$200 billion worth of assets on its balance sheet and \$482 billion in sales revenue

- Size, scope and scale!



For the calendar year of 2016, Walmart had a three-year weighted RoA of 7.9% and a inventory turnover ratio of 7.7

- Many business professionals and scholars regard Walmart as one of history's greatest logistical and operational triumphs

As recently as 2014, the company employed over 2.3 million associates and served over 260 million customers a week

- Spanned across 28 countries with more than 11,500 stores



Mission and Strategic Initiative: Everyday Low Prices

- Massive purchasing power that can be used to pressure suppliers
- Continuously focus on customer needs while squeezing out excess costs



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Price

Promotion

Place

Product

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- Multinational Retailer (i.e. it has every brand or good that a person could use in their everyday life)
 - Toys, college essentials, electronics, grocery, home appliances, etc

Prices

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- Procuring products, in large quantities, from all around the globe (achieving economies of scale)
 - Look to force consumer purchasing behavior on the basis of discount strategies

Promotion

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- Advertises on newspapers and websites
- Product bundling strategies
- Inform customers and investors about policies, programs, and strategies

Place

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- Average square footage per store is roughly 150,000
 - Super centers (hypermarkets)
 - Neighborhood markets
 - Discount stores