

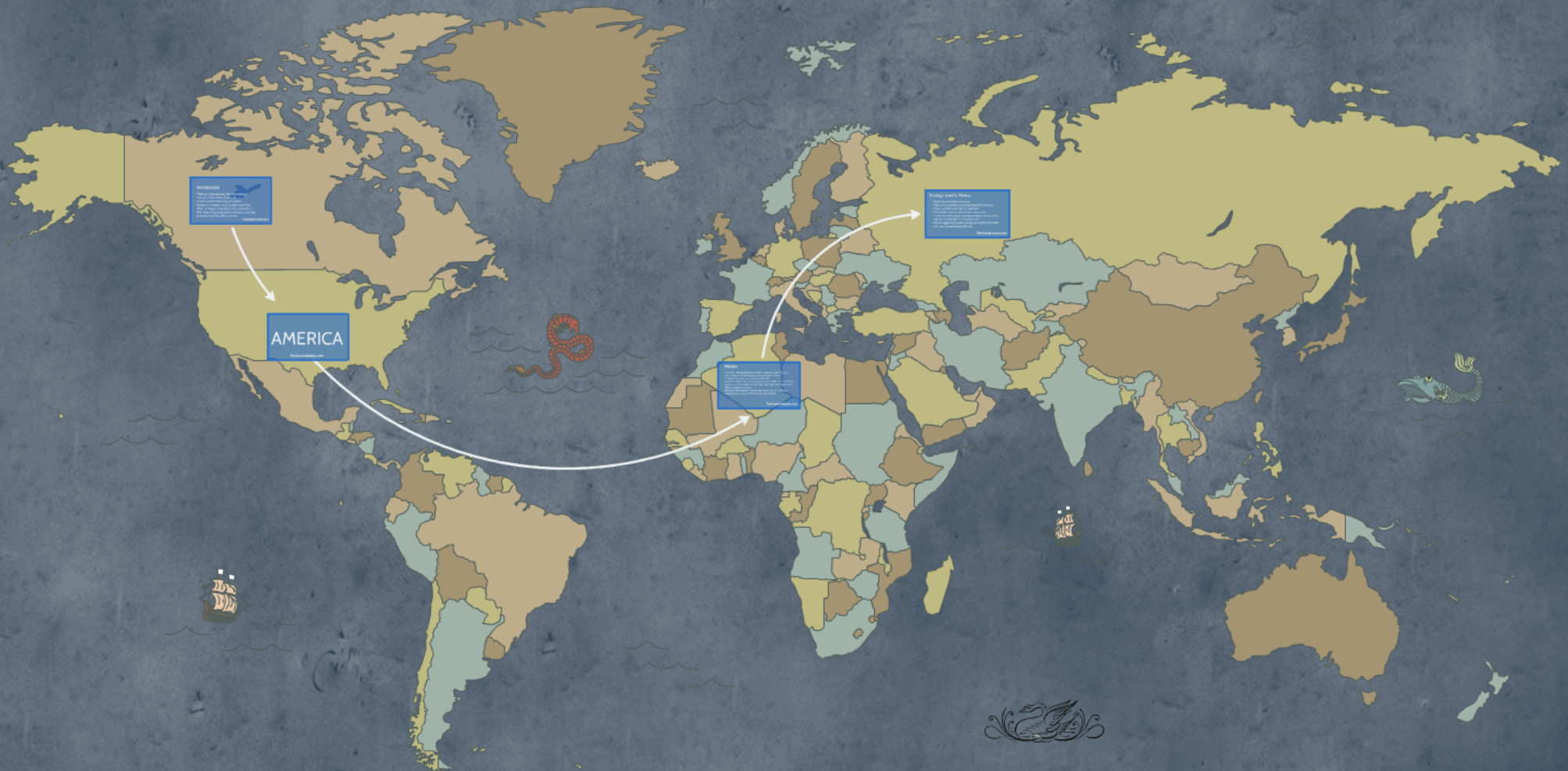
# Walmart Around The World

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**Canada**  
In 1994, Walmart entered the Canadian market through its wholly owned subsidiary, Walmart Canada. The company's first store in Canada was a Supercenter in Mississauga, Ontario. Walmart Canada has since expanded its footprint across the country, operating a mix of Supercenters, Supercenters with pharmacies, and Neighborhood Markets. As of 2024, Walmart Canada has over 4,000 stores in Canada. The company's success in Canada is attributed to its focus on customer service, competitive pricing, and a strong commitment to local sourcing and sustainability.

**Strategy Used In Canada**  
Walmart Canada's success in the Canadian market is largely due to its adoption of a localization strategy. The company adapted its Supercenter format to meet the needs of Canadian consumers, offering a mix of groceries, general merchandise, and pharmacy services. Walmart Canada also focused on building strong relationships with local suppliers and investing in its supply chain infrastructure. Additionally, the company emphasized customer service and community involvement, which helped it gain a strong foothold in the Canadian market.

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## *Introduction*

- Walmart International, the international division of Wal-Mart Stores, Inc.
- It is the world's third-largest retailer.
- Present in America, Asia, Europe, and Africa
- Walmart began expanding internationally in 1991 when it opened stores in Mexico, and later entered more than 30 countries

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# AMERICA

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## *Mexico*

- In its first international foray, Walmart opened a Sam's Club in Mexico City in 1991 through a joint venture with Cifra.
- In 2000, the name was changed WALMEX.
- By 2013, Walmart was operating more than 2,000 stores in Mexico across a variety of store formats, each catering to consumers from different economic strata.
- Monthly sales were estimated to be more than \$2.5 billion—a whopping 55% share of the Mexican retail market.

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## Strategy Used In Mexico

- Replicate everyday low prices
- Focus on convenience and operational efficiency
- Clean, ordered and fully stocked isles.
- Cheap labor was used to create lower costs
- Partnered with a local trucking company to overcome logistical challenges in it supply chain.
- One struggle they faced was big parking lots like USA but many people arrived by bus.

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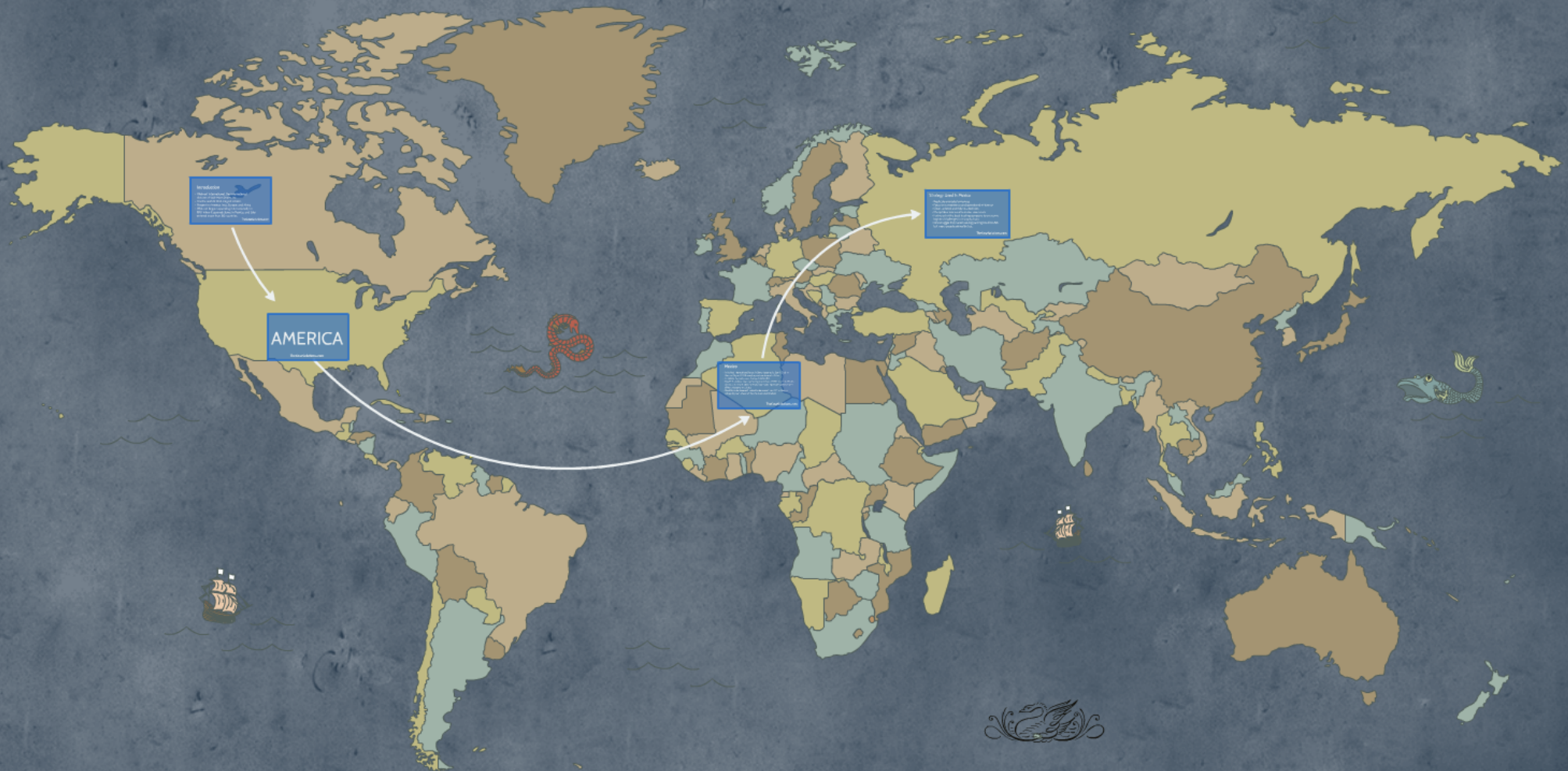
# Canada

- In 1994, Walmart announced its entry into Canada by acquiring 120 of 142 Woolco discount stores
- They had sales of of \$1.4 billion at the time of acquisition but were unprofitable due to poor management.
- Re-branded all the stores but the employees remained the same.
- Operational expertise was used to make profit quickly.
- Sales soared 265% between 1994 and 2000.
- sales of Walmart Canada's main rival, Zellers, grew just 46% to reach \$3.1 billion

# Strategy Used In Canada

- Walmart Canada followed an operating model very similar to Walmart's U.S. stores.
- Used more advertising in local newspapers and carrying a wider variety of furniture, consumer electronics, and pet supplies.





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