

Wal-Mart's Katrina Aid

TheCaseSolutions.com
WALMART 3 Believes

- "Respect for the Individual"
- "Service to Our Customers"
- "Strive for Excellence"

Advertising Campaigns

- Always Lowest Price
- Always Low Prices, Always!
- Save Money-Live Better!

• The messages are effectively delivered, especially regarding the Low Price and saving money. However, it depends on how we think of "Live Better".

• There is a new Ad. campaign starts May 2013 to save their images. We will see whether it helps or not.

TheCaseSolutions.com
Has Wal-Mart be treated fairly by the media / press / and various consumer action groups?

- Although Wal Mart has made violations of employee's rights such as insurance coverage, the yellow journalism exaggerates the situation. At the same time competitors such as target try to take advantage.

Examples:

- Cover Body Injuries against Wal-Mart
- Media's portrayal of treatment

Basic Info

- Size of Company (Revenue): 469,162 billion
- Number of Stores: 8,500 stores in 15 countries
- 40% of products are private label store brand
- Market Shares: 25% of the \$500 billion total market (Seeking Alpha.com)
- Employees: 2.2 millions
- Main competitors: Target, Amazon, Tops, Careerfour
- Sam's Club, Asda, Walmex, Seiyu Group

TheCaseSolutions.com

TheCaseSolutions.com
What is your "overall opinion" on Wal-Mart?

- The opinion on Wal-Mart is really controversial but overall the majority of the people have a bad impression of it as an employer.
- Wal-Mart is the third largest public corporation, the biggest private employer and the largest retailer in the world. However, on a daily basis there lawsuits are made against Wal-Mart mainly by labor unions for the bad working conditions.

WALMART in 'Down Economy'

• Annual Report for five years

Wal-Mart Stores Inc. Financial Performance	2010	2009	2008	2007	2006
Revenue	\$485.0	\$475.1	\$272.8	\$244.9	\$228.3
Operating Income	1.8%	7.3%	8.0%	11.0%	8.0%
Operating Income	\$24.0	\$22.8	\$22.0	\$26.5	\$18.7
Operating Income	\$1.02	\$1.05	\$1.16	\$1.02	\$1.22
Operating Income	\$1.00	\$1.01	\$1.08	\$0.67	\$1.01

TheCaseSolutions.com

Wal-Mart's Katrina Aid

TheCaseSolutions.com
WALMART 3 Believes

- "Respect for the Individual"
- "Service to Our Customers"
- "Strive for Excellence"

Advertising Campaigns

- Always Lowest Price
- Always Low Prices, Always!
- Save Money-Live Better!

• The messages are effectively delivered, especially regarding the Low Price and saving money. However, it depends on how we think of "Live Better".

• There is a new Ad. campaign starts May 2013 to save their images. We will see whether it helps or not.

TheCaseSolutions.com
Has Wal-Mart be treated fairly by the media / press / and various consumer action groups?

- Although Wal Mart has made violations of employee's rights such as insurance coverage, the yellow journalism exaggerates the situation. At the same time competitors such as target try to take advantage.

Examples:

- Cover Body Injuries against Wal-Mart
- Media's portrayal of treatment

Basic Info

- Size of Company (Revenue): 469,162 billion
- Number of Stores: 8,500 stores in 15 countries
- 40% of products are private label store brand
- Market Shares: 25% of the \$500 billion total market (Seeking Alpha.com)
- Employees: 2.2 millions
- Main competitors: Target, Amazon, Tops, Careerfour
- Sam's Club, Asda, Walmex, Seiyu Group

TheCaseSolutions.com

TheCaseSolutions.com
What is your "overall opinion" on Wal-Mart?

- The opinion on Wal-Mart is really controversial but overall the majority of the people have a bad impression of it as an employer.
- Wal-Mart is the third largest public corporation, the biggest private employer and the largest retailer in the world. However, on a daily basis there lawsuits are made against Wal-Mart mainly by labor unions for the bad working conditions.

WALMART in 'Down Economy'

• Annual Report for five years

Wal-Mart Stores Inc. Financial Performance	2010	2009	2008	2007	2006
Revenue	\$485.0	\$475.1	\$272.8	\$244.9	\$228.3
Operating Income	1.8%	7.3%	8.0%	11.0%	8.0%
Operating Income	\$24.0	\$22.8	\$22.0	\$26.5	\$18.7
Operating Income	\$1.02	\$1.05	\$1.16	\$1.02	\$1.22
Operating Income	\$1.00	\$1.01	\$1.08	\$0.67	\$1.01

TheCaseSolutions.com

Basic Info

- Size of Company (Revenue): 469,162 billion
- Number of Stores: 8,500 stores in 15 countries
- 40% of products are private label store brand
- Market Shares: 25% of the \$500 billion total market (Seeking Alpha.com)
- Employees: 2.2 millions
- Main competitors: Target, Amazon, Tops, Careerfour
- Sam's Club, Asda, Walmex, Seiyu Group

TheCaseSolutions.com

TheCaseSolutions.com

What is your “overall opinion”
on Wal Mart?

- The opinion on Wal Mart is really controversial but overall the majority of the people have a bad impression of it as an employer.
- Wal Mart is the third largest public corporation, the biggest private employer and the largest retailer in the world. However, on a daily basis there are lawsuits made against Wal Mart mainly by labor unions for the bad working conditions.

Accusation Against
Wal Mart

- Working conditions
- Overseas labor concerns
- Sexual and racial discrimination

TheCaseSolutions.com



Accusation Against WalMart

- Working conditions
- Overseas labor concerns
- Sexual and racial discrimination

TheCaseSolutions.com

TheCaseSolutions.com

Has Wal Mart be treated fairly
by the media/ press/ and
various consumer action
groups?

- Although Wal Mart has made violations of employer's rights such as insurance coverage, the yellow journalism exaggerates the situation. At the same time competitors such as target try to take advantage.

Examples:

- *Case of Betty Dukes against Wal Mart
- *Media preferential treatment



TheCaseSolutions.com

WALMART 3 Believes

- "Respect for the Individual"
- "Service to Our Customers"
- "Strive for Excellence"

TheCaseSolutions.com
Respect for Individuals

- We value and recognize the contributions of every associate.
- We own what we do with a sense of urgency, and empower each other to do the same.
- We communicate by listening to all associates and sharing ideas and information.
- Walmart is famous for not respecting their employees. Not only domestically, and internationally.
- Cheap labors and minimum wage is \$12.50, which Walmart is paying \$12.78 for its part-time employees

TheCaseSolutions.com
Service to Our Customers

- We serve our customers by making them our first priority.
- We support our associates so they can best serve our customers.
- We give to the local community in ways that connect to our customers.

• This Walmart store should affect the lives of its customers and support the value they have for their community. It helps to the individual and connect to our customers.

Does there ongoing actions support these believes?

Strive for Excellence

- We innovate by trying new ways of doing things and improving every day.
- We model a positive example as we pursue high expectations.
- We work as a team by helping each other and asking for help.

Pursuit High Expectation with Lower Price and Live better

TheCaseSolutions.com

Respect for Individuals

- We value and recognize the contributions of every associate.
- We own what we do with a sense of urgency, and empower each other to do the same.
- We communicate by listening to all associates and sharing ideas and information.
 - Walmart is famous for not respecting their employees. Not only domestically, and internationally.
 - Cheap labors and minimum wage is \$12.50, which Walmart is paying \$12.78 for its part-time employees

first priority.

- We support our associates to serve our customers.
- We give to the local community to connect to our customers.

• "Each Wal-Mart store is committed to the well-being of its customers and employees. We hold for their commitment to the Individual and Corporate Responsibility." - Sam Walton

TheCaseSolutions.com

Service to Our Customers

- We serve our customers by making them our first priority.
- We support our associates so they can best serve our customers.
- We give to the local community in ways that connect to our customers.
 - "Each Wal-Mart store should reflect the values of its customers and support the vision they hold for their community" -----Respect for the Individual and Corporate Contributions