

Operational and Organizational
 Special operations to manage operations for a
 100,000 sq ft store in a new market
 - Initial operations through a manager
 - Initial operations through a manager
 - Initial operations through a manager
 - Initial operations through a manager



Germany: a matter of adaptation

LEGAL
 - Capitalism
 - Competition
 - Laboring Rights World

ECONOMICAL
 - The benefits of a
 - "Buyer's Market" (benefit)
 - High & Low
 - High Income and Consumer

CULTURAL
 - High Government of Quality
 - Trusting
 - Shopping with Cash

Just-In-Time Delivery

Just-in-time delivery is a method of inventory control that minimizes inventory levels by receiving goods only as they are needed. This method was developed by Toyota in the 1970s and is now used by many other companies.

Cross-Docking

Cross-docking is a logistics practice in which goods are received at a warehouse and then shipped out to customers without being stored in a warehouse. This practice can reduce inventory costs and improve delivery times.

Vendor Managed Inventory

Vendor Managed Inventory (VMI) is a supply chain management strategy in which the supplier is responsible for monitoring and managing the inventory levels of their customer's products. This strategy can improve inventory turnover and reduce stockouts.

RFP Technology

RFP (Request for Proposal) Technology is a software solution that allows companies to manage their procurement process. It allows companies to create and send RFPs, receive and evaluate proposals, and manage the entire procurement process online.

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 trendy low prices
 Product quality and service with customers

Wal-Mart's Supply Chain

What makes it so great?

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Marketing/Sales

Wal-Mart's Marketing Mix

Product
 Price
 Promotions
 Place

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TheCaseSolutions.com Walmart Background

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

Sare Walton Started
 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 of over \$100 billion in sales revenue

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Walmart China - Supply Chain Transformation

Operational Adaptation
 Special operations management practices for a
 WU QICD
 - Involves an adjustment - often the program
 through change in the organization
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 through change in the organization



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ECONOMICAL
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 - "Buyer's Market" (benefit)
 - High & Low
 - High Income and Consumer

CULTURAL
 - High Government & Social
 - Trusting
 - Strong Ethic Code

ETHNOCENTRISM

Just-In-Time Delivery

Just-in-time (JIT) delivery is a method of inventory control that minimizes inventory levels by receiving goods only as they are needed. This method is based on the concept of "pulling" materials through the production process only when they are needed for the next step in the process.

Benefits of JIT include:

- Reduces inventory costs
- Improves cash flow
- Increases production efficiency
- Reduces waste
- Improves customer service

Cross-Docking

Cross-docking is a logistics practice where goods are received at a warehouse and are then shipped out to the customer without being stored in the warehouse. This process is used to reduce inventory costs and improve delivery times.

Benefits of cross-docking include:

- Reduces inventory costs
- Improves delivery times
- Increases warehouse efficiency
- Reduces waste

Vendor Managed Inventory

Vendor Managed Inventory (VMI) is a supply chain management practice where the supplier is responsible for monitoring and managing the inventory levels of their customer. This practice is used to improve inventory turnover and reduce the risk of stockouts.

Benefits of VMI include:

- Improves inventory turnover
- Reduces the risk of stockouts
- Increases supply chain efficiency
- Reduces waste

RFID Technology

Radio Frequency Identification (RFID) technology is used to track and identify items in a supply chain. This technology is used to improve inventory management and reduce the risk of theft.

Benefits of RFID include:

- Improves inventory management
- Reduces the risk of theft
- Increases supply chain efficiency
- Reduces waste

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Recommendations

Follow the lead of Tesco

Offer lower prices and trendy low prices

Product placement and pricing with consumers

TheCaseSolutions.com Walmart Background

Walmart goes public in 1970

- Mark the beginning of its rise over Sears
- Success in an American traditional store
- Disruptive to the consumer retail industry

Sears Wins Store Wars

- 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 of \$10 billion in sales revenue

- Store scope and scale

Walmart's success is due to its low prices and efficient supply chain management

Walmart's success is due to its low prices and efficient supply chain management

TheCaseSolutions.com

Walmart China - Supply Chain Transformation

TheCaseSolutions.com

Walmart Background



Walmart goes public in 1970

- Marks the beginning of its journey towards becoming an American multinational icon
- Dominance in the consumer retail industry

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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Product

- 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

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

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Place

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

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