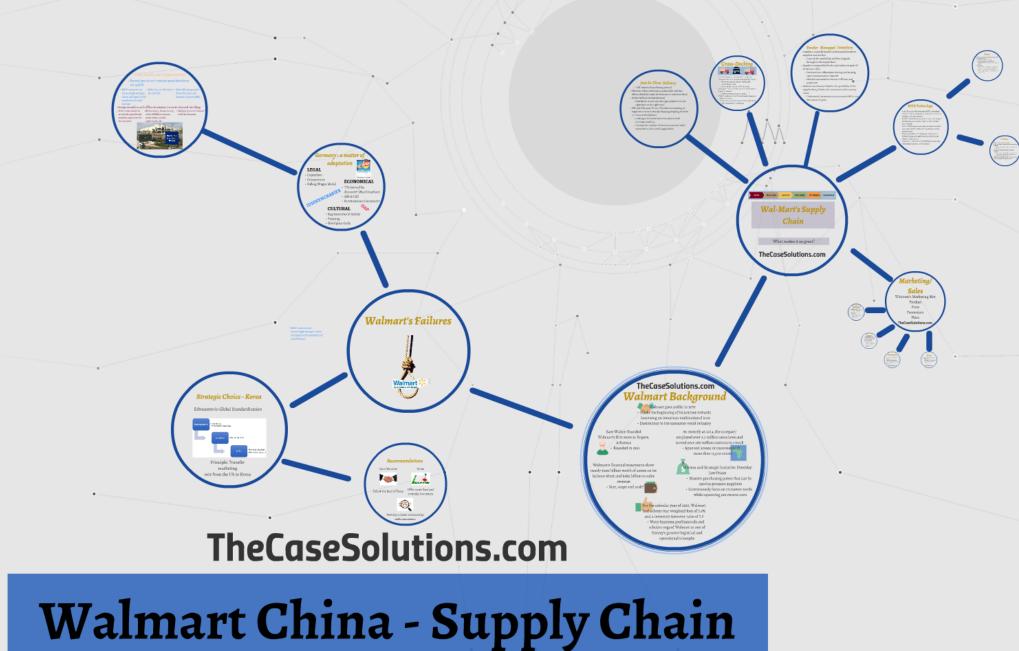


Walmart China - Supply Chain Transformation



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!

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

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



Marketing/ Sales

Walmart's Marketing Mix

Product

Price

Promotion

Place

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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

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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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