



**CASE STUDY ON:
WALMART**

BY :

- Anmol Panda -2012A7PS123G
- Swati Vaishampayan- 2012A8PS370G
- Vishal Haldar -2012A8PS382G
- Juhi Acharya -2012A7PS122G
- Pankhuri Gupta -2012A1PS475G
- Akshita Tyagi -2012A7PS119G
- Maitreya Naik -2012A8PS272G
- Sharad Maheshwari -2012A8PS375G
- Samarth Mathur -2012A8PS300G
- Manpreet Kaur -2012A3PS687G

Walmart's Sustainability Strategy (B): 2010 Update

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INTRODUCTION

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- *Inception*
- *Early Days*
- *US Strategy*
- *International Operations*
- *Public Image*



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INDUSTRY ANALYSIS

Customer base

- low prices as the most important reason for shopping in Walmart
- Wal-Mart categorizes its 200 million customers:
 1. "brand aspirational"
 2. "price-sensitive affluent"
 3. "value-price shoppers"

Operational divisions

Walmart's operations are organized into three divisions: Walmart Stores U.S., Sam's Club, and Walmart International.



Economic impact

- When Wal-Mart opens in a new market: median sales drop 40 percent at similar high-volume stores
- 2004 report: U.S. counties with Wal-Mart stores compared with counties.
- June 2006 report: the chain created new opportunities for other small business.

Definition

- reviews the economic, political and market factors that influence the way the industry develops
- factors include: the power wielded by suppliers and buyers, the condition of competitors, and the likelihood of new market entrant

Factors affecting growth of Walmart

Technology and automation

- Computerized check-out
- Self-checkout
- Inventory management
- RFID technology
- Data analysis

Environment

- Site location (high traffic, high visibility, high parking availability)
- Local market conditions
- Competition
- Government regulations
- Labor availability

company profile

Walmart is a multinational retail corporation that operates a chain of large discount department stores and warehouse clubs worldwide. It is the world's largest company, measured by both revenue and market value, with a market capitalization of over \$400 billion as of late 2013. The company's headquarters is located in Bentonville, Arkansas.

Brief history

- On July 2, 1962, Sam Walton opened the first Walmart Discount City store.
- Within its first five years, expansion to 24 stores across Arkansas, \$12.6 million sales.

A photograph of a Walmart Supercentre storefront. The building has a blue upper section with the Walmart logo and 'Supercentre' text. A sign on the left says 'George...'. In the foreground, there are yellow parking lines and a display of potted plants on a cart. A semi-transparent white box is overlaid on the image, containing text.

Definition

Walmart Supercentre

- reviews the economic, political and market factors that influence the way the industry develops
- factors include :the power wielded by suppliers and buyers, the condition of competitors, and the likelihood of new market entrant

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company profile

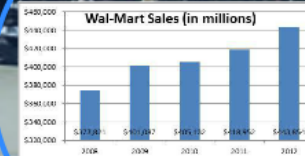
- world's #1 retailer with some 2.2 million employees; more than 4,000 stores in U.S -3,000-plus Supercenters , 620 Sam's Club warehouses, and a growing number of smaller format stores.
- The company's faster growing international division (29% of sales) numbers more than 6,100 locations; America.
- In recent years, Wal-Mart has contributed well over 2% of the United States GDP.

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Wal-Mart statistics

Revenue	US\$ 469.162 billion
Operating income	US\$ 27.801 billion
Net income	US\$ 27.801 billion
Total assets	US\$ 27.801 billion
Total equity	US\$ 27.801 billion

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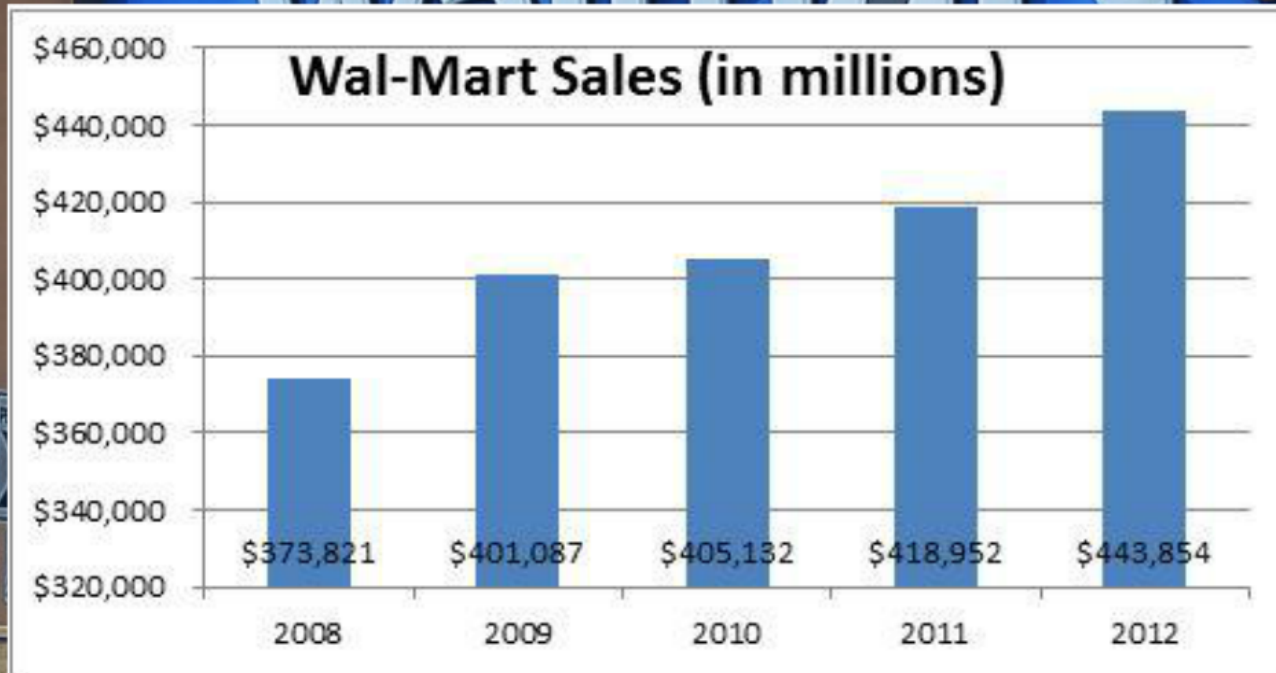


George...

Walmart



Low Prices
Every Day
\$6



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