

Reputation Risk in the Global Art Market



WALMART 3 Beliefs

Thecasesolutions.com

- "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.

Basic Info

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- 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, Wal-mex, Seiyu Group

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

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- 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.

What is your "overall opinion" on 'Wal-Mart'?

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- 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 the lawsuits are made against Wal-Mart mainly by labor unions for the bad working conditions.

'WALMART' in 'Down Economy'

Annual Report for five years

	2010	2009	2008	2007	2006
Net Sales	\$485.0	\$473.1	\$222.8	\$244.9	\$222.0
Operating Income	\$24.0	\$22.8	\$22.0	\$26.5	\$1.7
Operating Income	\$1.02	\$1.05	\$1.16	\$1.92	\$2.22
Dividend per share	\$1.00	\$0.85	\$0.88	\$0.67	\$0.00

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- 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 thee lawsuits are made against Wal Mart mainly by labor unions for the bad working conditions.

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



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

Respect for Individuals
Thecasesolutions.com

- 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

Service to Our Customers
Thecasesolutions.com

- 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.

- "To be that close means when the needs of the customer are bigger than the man that has to put yourself. — Respect for the customer and target the customer"

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

Does there ongoing actions support these believes?

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- "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