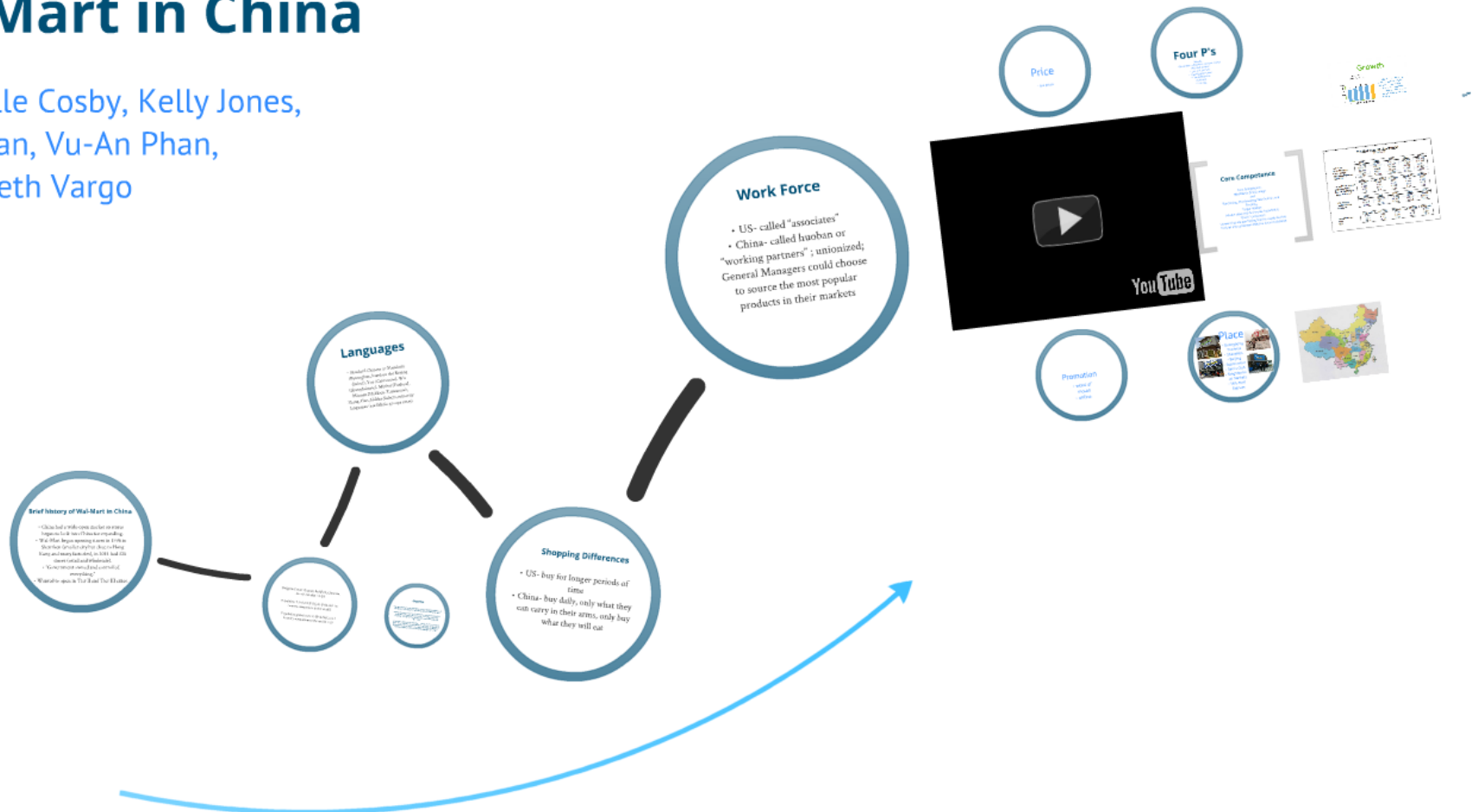


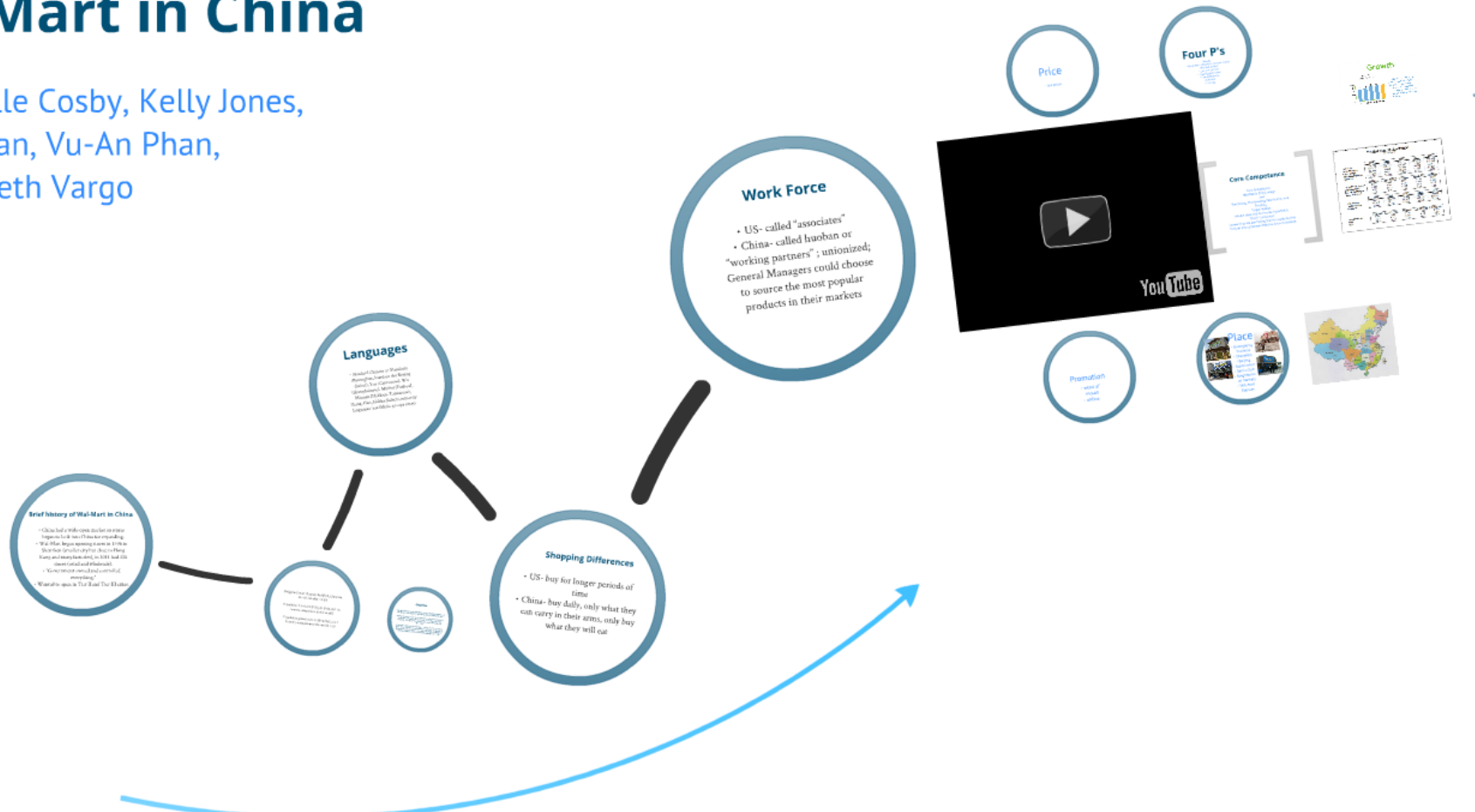
Wal-Mart in China

Danielle Cosby, Kelly Jones,
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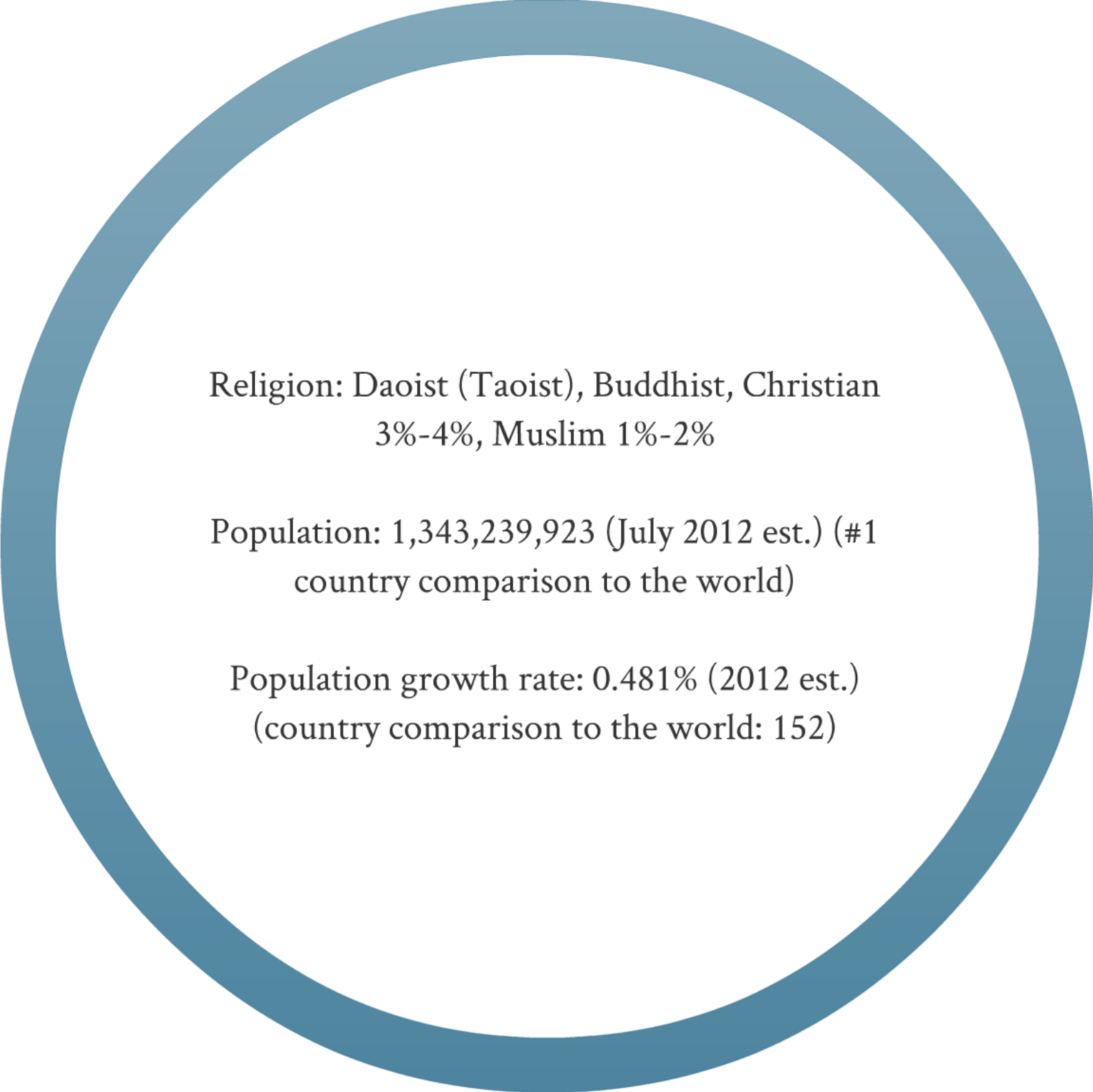
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Brief history of Wal-Mart in China

- China had a wide-open market so stores began to look into China for expanding.
- Wal-Mart began opening stores in 1996 in Shenzhen (smaller city but close to Hong Kong and many factories), in 2011 had 328 stores (retail and wholesale).
 - “Government owned and controlled everything.”
- Wanted to open in Tier II and Tier III cities.



Religion: Daoist (Taoist), Buddhist, Christian
3%-4%, Muslim 1%-2%

Population: 1,343,239,923 (July 2012 est.) (#1
country comparison to the world)

Population growth rate: 0.481% (2012 est.)
(country comparison to the world: 152)

Income

- **Average annual per capita disposable income of household (2005):** rural households Y 3,255 (U.S.\$397), urban households Y 10,493 (U.S.\$1,281).
- **Sources of income (2003):** rural households — income from household businesses 75.7%, wages 19.1%, transfers 3.7%, other 1.5%; urban households — wages 70.7%, transfers 23.3%, business income 4.5%, other 1.5%.
- **Expenditure:** rural (urban) households — food 45.6% (37.1%), housing 15.9% (10.7%), education and recreation 12.1% (14.4%), transportation and communications 8.4% (11.1%), clothing 5.7% (9.8%), medicine and medical service 6.0% (7.1%), household furnishings 4.2% (6.3%).

Languages

- Standard Chinese or Mandarin (Putonghua, based on the Beijing dialect), Yue (Cantonese), Wu (Shanghainese), Minbei (Fuzhou), Minnan (Hokkien-Taiwanese), Xiang, Gan, Hakka dialects, minority languages (see Ethnic groups entry)



Shopping Differences

- US- buy for longer periods of time
- China- buy daily, only what they can carry in their arms, only buy what they will eat

Work Force

- US- called “associates”
- China- called huoban or “working partners” ; unionized; General Managers could choose to source the most popular products in their markets