



Walmart

A Strategic Analysis of

WALMART

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What We'll Cover

Walmart 



01

Organization Overview

02

Walmart's Mission and Vision

03

Business Segments and Their Strategies

04

Corporate Advantage

05

Core Competencies and Strategic Resources

06

Relative Performance

Organization Overview



- Walmart was founded in 1962 by Sam Walton in Rogers, Arkansas
 - People-led, technology-powered omni-channel retailer
 - Over 10,500 brick-and-mortar stores and membership clubs
 - Nearly 1.6 million employees in the U.S. alone, 2.1 million worldwide
-

Mission & Vision



Walmart's mission is to help people around the world save money and live better.

Walmart's vision is centered around building a better world and helping people live better through renewal of the planet and building thriving communities.

Four Core Values: respect, service, excellence, and integrity, since 1962

Walmart's Segments



Walmart U.S.

Walmart International

Sam's Club



Locations

20 Countries

All 7 continents

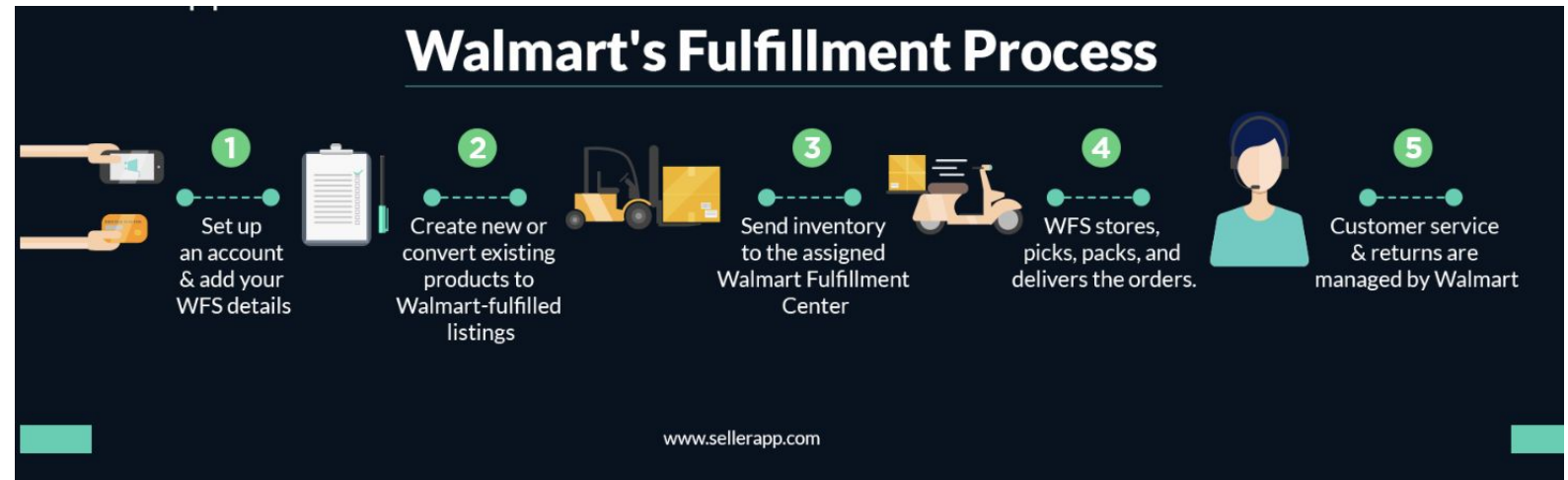


>250M Transactions Per Week
10,500 Stores Worldwide



Walmart U.S: Business Strategy

- Operates in all 50 states, Washington D.C., and Puerto Rico
- Low cost: “everyday low prices”
- Broad range of products, including their own private line (Great Value, Equate)
- Geography and strategic locations
- 163 distribution centers around the U.S.
- Supply chain automation investment to streamline fulfillment

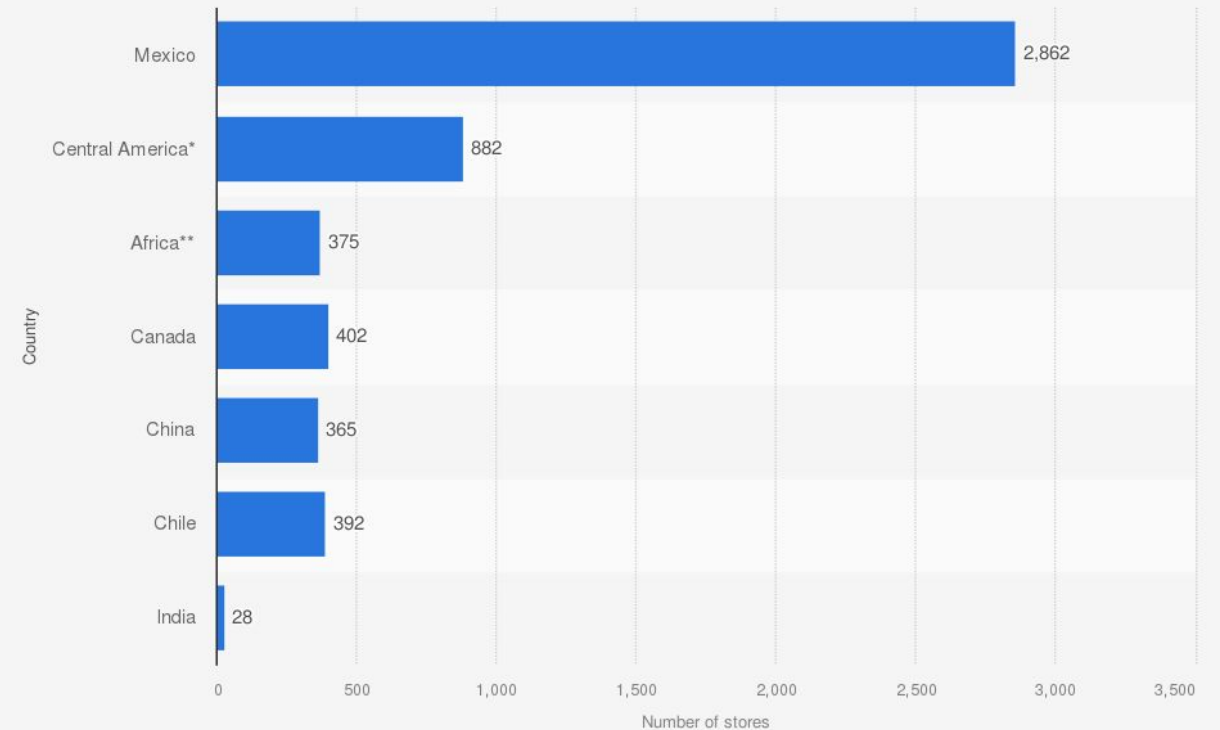




Walmart International: Business Strategy

- Conduct business in 19 countries outside of the United States
- Uses a localization strategy by creating strong, locally relevant businesses while generating growth for themselves and stakeholders
- Leverage U.S private brands and locally relevant private brands (Aurrera, Lider, PhonePe)
- Similar to the U.S., provides an omni-channel experience to customers by integrating retail stores and E-commerce
- 188 distribution facilities located around the world

Number of stores of Walmart International as of January 2023, by country



Source
Walmart
© Statista 2023

Additional Information:
Worldwide; 2023

Sam's Club: Business Strategy

More reasons to go *Plus*:



Free shipping with no minimum**

Shop online & we'll ship to your door for free. Exclusions apply.

[Learn More](#) →



Early shopping hours***

Get in before the crowd. Doors open 7 am, Monday – Saturday.

[Find a Club](#) →



5 free select prescriptions†

Plus, over 600 generics or \$10 or less.

[Get Details](#) →



Get 20% off a complete pair of eyeglasses††

And enjoy free shipping on contact lenses

[Learn More](#) →

- Operates in 44 states in the U.S. and Puerto Rico
- Membership-only warehouse club and website
 - Annual membership fee (\$110 for plus membership, \$50 for club membership)
- Low operating expenses
- Convenient shopping
- Member-exclusive prices with add-ons available
- Increased volume on products for growth



sam's club



Corporate Advantage

(IN MILLIONS)	Walmart U.S.	Walmart International	Sam's Club
Segment Sales	\$393,247	\$100,959	\$73,556
Average Segment Assets	\$119,267	\$100,424	\$14,046.5
Segment Profits	\$21,587	\$3,758	\$2,259
Segment ROA	18.1%	3.7%	16.1%
Segment Assets as a % of Total Assets	51%	43%	6%
Segment Weighted ROA	9.2%	1.6%	0.97%

**Numbers and calculations derived from Walmart's 2021 and 2022 Fiscal Year 10K reports





Core Competencies & Strategic Resources



Strong Bargaining Power

Cost leadership & low prices to compete



Supply Chain

More control over logistics & cuts costs



Vast E-commerce Operations

Difficult to imitate in smaller retailers & enhances customer experience



Relative Performance

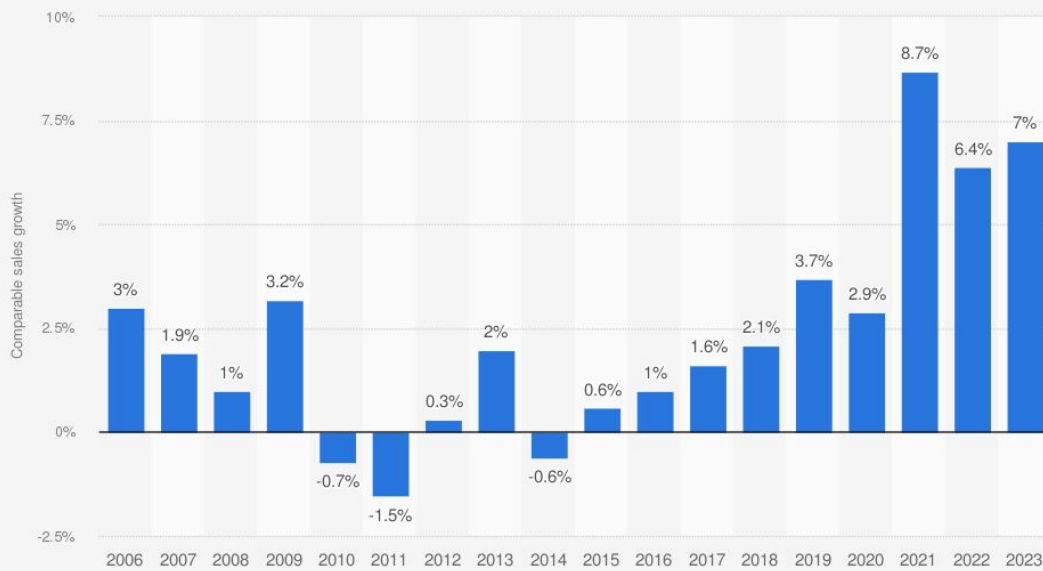
- **Annual Revenue**

- Walmart is the largest company in the world by revenue
- \$611.3 billion in 2023
- Revenue growth between 1999-2022 is 266.46%

- **Competitors**

- Target, Costco, Amazon
- Target's annual revenue is \$109.1 billion
- Costco vs. Sam's Club
- Amazon Online Shopping vs. In-Person

Comparable sales growth of Walmart U.S. in the United States from fiscal year 2006 to 2023



Source
Walmart
© Statista 2023

Additional Information:
United States; 2006 to 2023



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THANKS!

Any questions?

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