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WALMART SWOT & PESTLE ANALYSIS

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Company Name : Walmart

Company Sector : Retail, E-Commerce

Operating Geography : United States, North America, Global

About the Company :

Walmart, one of America's largest and most successful retail corporations, is the brain child of military veteran Sam Walton, who was a native of Oklahoma. It is headquartered in Bentonville, Arkansas, U.S. Established in 1962, Walmart has approximately 10,500 stores and is associated with 48 banners in 24 countries and eCommerce websites. The company is driven by the concept of "saving people money so they can live better". Walmart also offers the largest private employment opportunities in about 50 states of America and employs approximately 2.3 million associates around the world. It operates under four segments: Walmart U.S, Walmart International, Sam's Club, and Walmart U.S. eCommerce. The company works with manufacturers to sell their products such as apparel, homeware, jewelry, hardlines, and more, under popular private label brands in the U.S, Canada, China, Mexico, Central America, United Kingdom, Africa, and India. Due to its outstanding performance during the Covid-19 crisis, Walmart ranks No.1 in 2022 Fortune 500.

Based on the core values and beliefs of its founder Sam Walton, Walmart's vision is "To be the best retailer in the hearts and minds of consumers and employees." Walmart's unique selling proposition or USP lies in being one of the world's most well-renowned and retail giant brands. Walmart's mission statement reads, "To save people money so they can live better."

Revenue :

US\$ 572.7 billion – FY ending 31st January 2022

US\$ 559.2 billion – FY ending 31st January 2021

SWOT Analysis :

The SWOT Analysis for Walmart is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Largest retailer globally with strong operational presence in the United States 2.International growth and expansion in key markets 3.Extensive global supply chain consisting of over 100,000 suppliers 4.Offering quality merchandise through "Every Day Low Prices (EDLP)" pricing philosophy 5.Consistent increase in revenue over the years 6.Strengthened customer base through effectuating Walmart+ 7.Leveraging Artificial Intelligence (AI) for next day deliveries via express delivery channels 	<ol style="list-style-type: none"> 1.Legal charges over minimum wage payment impacting company's image
Opportunities	Threats
<ol style="list-style-type: none"> 1.Emergence of multichannel retailing a major trend 2.Expansion opportunities in United States 3.Strengthening its presence in emerging Indian Market 4.Innovating with technology to fuel growth 	<ol style="list-style-type: none"> 1.Competition with retailers, eCommerce retail, wholesalers, supermarkets and other stores 2.Increasing retail regulations across markets 3.Impact of fluctuations in the forex rates 4.Uncertain ROI from the Indian Market

PESTLE Analysis :

The PESTLE Analysis for Walmart is given below:

<p style="text-align: center;">Political</p> <p>1. United States-China trade war to impact retail</p> <p>2. PR strategy on sensitive socio-political issues and impact on retail business</p>	<p style="text-align: center;">Economical</p> <p>1. Increase in market share of major grocery store chains in flat growth market</p> <p>2. Major economic shifts globally to bring in opportunities for retail</p>
<p style="text-align: center;">Social</p> <p>1. Social media and data empowering consumers</p> <p>2. Increasing urbanization trend in the United States</p> <p>3. Shifting demographics in United States</p>	<p style="text-align: center;">Technological</p> <p>1. Technology increasing "convenience" of online shopping</p> <p>2. Investing and Incorporating AI and digitalized features in the business model</p>
<p style="text-align: center;">Legal</p> <p>1. Lawsuit filed by Crocs over claims of copyright infringement</p> <p>2. Antitrust case filed in the Indian court against the American retail giants</p>	<p style="text-align: center;">Environmental</p> <p>1. Walmart's initiatives to attain sustainable growth</p>

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