**SWOT Analysis for “Walmart”**

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“Save Money. Live Better.” This is Walmart’s slogan, which ties into their mission statement “to save people money so they can live better.” ("Walmart Mission Statement 2022 | Walmart Mission & Vision Analysis", 2022) They help people save money, which can improve their lives. Walmart values the customers satisfaction and their need and try to give them the best experience while shopping. They try giving them the best experience by giving the customers great prices and try to improve themselves as much as they can. Walmart tries to go the extra mile by providing the customers with varies of options. Walmart tries to be affordable by having their products reasonably priced so that the customer gets a good deal. They also try to be convenient by suppling the customers with their needs and wants, and also make it so that the customer can find what they need easily. They are also customer -oriented, which means they have a desire to serve the customer.

Walmart also has a lot of Core values that really outline the importance in their customers and their mission. They always put the customer first when it comes to the business. They model the behavior of the customers, which is frontline focus, and they also consider their needs so that they stay efficient. Walmart also listen so they know what is happening around them and how it effects the company, and customers. They come up with new ways to work, by coming up with new and better methods, so that they can become more advance. Walmart is also always trying to keep a high-performance rate, trying to be efficient. Walmart also tries to keep up of with the quality of their job being accountable. Walmart also treat customers with fairness, which mean they do not show favoritism and they do not discriminate between anyone and tries to keep it fair and even.

“Approximately 230 million customer visits each week to Walmart stores throughout the world.” ("Weekly customer visits to Walmart stores 2022 | Statista", 2022) This sentence alone can tell you that Walmart has a big customer base of all demographics. Walmart has products that attract people of all ages and income. Customers mainly shop at Walmart for groceries, clothing beauty supplies and personal care items, and cleaning supplies. A lot of Walmart customers are influenced by social media. They often buy products they are often recommended to them when they order online through Walmart, and they also scroll through social media, and are influenced by things they see. They scroll on platforms such as Facebook, Instagram, or TikTok, and see many products people influenced them to buy and try. Also, when they shop online, they look for the products with the fastest shipping, which means customers care about when they get their products and want it the fastest way possible. “Offering shoppers fast and free shipping can increase the likelihood of making a sale because Walmart shoppers value these shipping options when making purchases online.” ("9 things to know about Walmart.com customers", 2022) There are also customers that look for the best deals and try to keep a budget.

One of the main reason people shop at Walmart is because of the prices, and they also look. Customers also care about reviews of the product to ensure they are making the right decision bases on what other people say about it. Not only the product but also the store overall, that is why it is important for them to give great customer service to not lose the customers business and turn other away by getting and receiving bad reviews. Customers when shopping at Walmart are very diverse and just what the best price, they can get looking for everyday low prices, while shopping.

Walmart has a wide range of products which includes “apparel, automotive products, health and beauty aids, home furnishings, electronics, hardware, toys, sporting goods, lawn and garden items, pet supplies, jewelry, and housewares.” ("Our Retail Divisions", 2022) Also, a huge selection of groceries, with a bakery area, and also featuring frozen food, along with meat and dairy. Walmart has almost everything that you would need or think of. They try to help customers have a convenient shopping experience.

**Table 1-Part 1**

*SWOT: Strengths and Weakness of Company X*

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| **STRENGTHS** | **WEAKNESSES** |
| Revenue Growth – Walmart contains positive revenue growth making about 573 million dollars in a year, and Walmart has a large consumer spending rate  Multi-Channel Sales – Walmart sales Items not only in stores, but also online, and serves over 230 million customers every week. Walmart also has more that 10,500 stores worldwide.  Customer-Centric Business Operations – Walmart has everyday low prices for the customers, and to have them come to them instead of the competitors. Walmart also offers a membership, which is Walmart +, which comes with benefits to help customers. Walmart also has a pickup service for online orders. | Legal Proceedings - Walmart constantly gets sued, getting sued almost 5,000 times a year.  Low Liquidity – Low liquidity is a disadvantage because the lower the less profit they make off their products, which can be bad when you aren’t getting much back.  Employee Health and Safety Concerns – Walmart fails to provide their employees with proper health care, and if the employees do have it is taken from their paycheck, and the benefits of the health care program is low. |

**Table 2-Part 2**

*SWOT: Opportunities and Threats for Company X*

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| **OPPORTUNITIES** | **THREATS** |
| Global Online Retail Market – People are increasing the usage of online shopping. It is also changing consumer patterns, which will help with awareness. Walmart holds a strong presence in the US.  Focus on Financial Services – Walmart having multiple “financial services, like prepaid cards, cashing checks, money orders, and wiring money, and bill payments,” (Walmart Inc SWOT Analysis. 2022) and they are focusing on enhancing the services. They also have apps where you can keep of you finances like getting paid, spending, saving, borrowing, and growing money.  Strategic Initiatives – Walmart uses strategic Initiatives to expand their market and the products they offer. They expand their business with new technology and products and trying to reach customers more. | Intense Competition – The competition is something Walmart has to deal with non-stop, with stores like Costco, Target, Best Buy, and more. It all determines the products and the quality of those products and most importantly the price. Customer Service also plays a part of it.  Stringent Regulations – Having business outside of the US are more troubling, because of “taxation, data protection, privacy, copyright, content, distribution, transportation, consumer protection” (Walmart Inc SWOT Analysis. 2022) they may have to deal with other laws the different territories Walmart enters.  Risk Associated with Suppliers – The success of the company depends on the prices and the product, which is dependent from the supplier. |

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