**Location selection for piloting your product at Walmart**

**WHO SHOULD ATTEND**

Management of small to midsize companies looking to distribute at Walmart in the "Hardlines" category - Hard goods product categories such as home furnishings, electronics, jewelry, and sports equipment.

**ABOUT THIS INSIGHT**

This discussion is design to help you negotiate locations that will give your launch with Walmart the best probability of success. You will understand the risks of selecting stores that may not work for your products, what to look for in your location selection and how to build leverage to get what you need.

After over 10 years of experience with Walmart in Category Management and Real Estate Development, Mark will share his knowledge to help aspiring companies to be smart about location selection. Peter, the analyst joining the discussion with deep expertise researching successful companies in the sector, will help you understand the market and industry perspectives you should consider to ensure your company can deliver the economics needed to move beyond the pilot stage while achieving the best earnings for its owners.

**Ideas to Consider in Advance**

* What price point works for my product category outside of Walmart
* Which locations is my company currently successful and why?
* What are my success measurement matrix outside of Walmart?

**Questions We’ll Explore**

* How does a Walmart distribution work for Hardlines?
* How should you think about pricing for success at Walmart?
* What types of products do well at Walmart and why?

**What You'll Know**

By the time you're done with this discussion, you'll know how to create a Walmart pilot launch strategy and metrics to measure the performance of your Launch based on what already works in the world for products in your category.