

Hello Walmart?

CASE



Walmart is the largest corporation in the world, and it has obviously enjoyed tremendous success. But while many welcome its location in their communities, others do not. Some complain that its presence has too many negative effects on a community, ranging from traffic congestion to anti-union sentiment to unfair competition.

Suppose Walmart has announced plans to seek approval from the planning commission of a small town to build a new store. Develop a list of the main arguments, pro and con, that could be

presented at a public hearing on the matter by members of each of these groups:

1. Owners of small businesses located nearby.
2. Town residents, and residents of nearby towns.

How might a Walmart representative respond to the negative criticisms that might be brought up, and what other benefits could the representative offer the planning board to bolster Walmart's case for gaining the board's approval?