

Walmart

Fitness Club

2024



Prepared by:

Bijay Karki

Jyothsna Rani Gajula

Nandini Kolli

Priya Chandana Chandragiri

Abhinaya Sree Dasa

BRIEF PROJECT BACKGROUND

Company: Walmart INC.

Product Name: Walmart Fitness Club

Walmart delivers a wide range of goods and services. Walmart's product offerings reflect a comprehensive strategy aimed to cater to the needs of a diverse customer base throughout the United States. From groceries to home essentials, electronics to clothing, and everything in between, Walmart provides a one-stop shopping experience for consumers. Walmart's strategy focuses on offering a wide range of products at competitive prices, leveraging its immense scale and efficient supply chain to deliver value to customers, by encompassing departments such as home, electronics, health, beauty, automotive, and more. Walmart's strategy revolves around offering an extensive variety of products across various categories while emphasizing affordability, convenience, and accessibility for the customers. 5214 stores are currently operating in the United States as of January 2023: [\(Walmart, n.d.\)](#)

Walmart Supercenters: 3,560

Walmart Discount Stores: 360

Neighborhood Markets: 675

Small Formats*: 20

Sam's Club: 599

Total Stores in US: 5,214

Walmart's service offerings are a dynamic approach to enhancing customer convenience and satisfaction across its retail ecosystem. Leveraging its large network of physical stores and online platforms, Walmart strategically integrates services to provide a seamless shopping experience for millions of customers. From grocery pickup and delivery to pharmacy services and automotive care, Walmart's strategy centers on delivering unparalleled convenience, affordability, and quality across a diverse range of offerings. Below mentioned are the list of current services Walmart is offering. [\(Walmart, n.d.\)](#)

- Auto Services
 - Buy and sell new and used cars.
 - Virtual garage, General Maintenance, tire installation, and Oil change
 - Auto parts
- Pharmacy
 - Refill Prescriptions, Transfer Prescriptions
 - Vaccination
 - Testing & Treatment for Strep Throat, Flu & COVID-19
- Health and Wellness
 - Vision home
 - Eyewear frames
 - Dental
 - Walmart Insurance services including pet insurance
- Custom Cakes
 - Design your own cake

- o Full cake catalog
- Photo services
 - o Photo center
 - o Prints
 - o Cards and gifts
- Registry, Lists, & Gifts
 - o Lists
 - o Gift Cards
 - o Registries, Wedding Registry, Baby Registry or any occasion registry
- Financial services
 - o ONE Debit Card
 - o Money Transfer
 - o Walmart Credit Card
 - o Walmart MoneyCard
 - o Reloadable Debit Cards
 - o Gift Cards
 - o Monthly Payment Plan
- Protection, Home, & Tech Services
 - o Walmart Protection Plans
 - o AppleCare
 - o Assembly, Home Improvement, & Installation Services
 - o Tech Service
- Support your community
 - o For Community
 - o For Nonprofits

As one of the world's largest brick-and-mortar retailers, it is also one of the fastest growing and most dynamic e-commerce organizations of United. Around 90% of the U.S. population lives within 10 miles of Walmart stores, it has combined physical locations with e-commerce business to offer a level of convenience never seen before. Walmart is creating an experience that lets customers shop anytime, anywhere delivering exactly what they want, when they want it. [\(Walmart, n.d.\)](#)

After careful analysis of Walmart large distribution network, huge investment in technology, innovation Walmart has done in the retail industry, core competencies, and competitive advantages Walmart has, we aimed to launch Fitness Club inside the mobile application and website of Walmart. Just like Walmart has transformed retail with seamless integration of technology into the shopping experience, Walmart Fitness Club aim to reshape the way individuals approach fitness and wellness. Walmart Fitness Club streamlines the fitness journey of every individual by providing a wide range of digital tools and resources. Users will prefer to work out at home or outer space or at the gym, Walmart Fitness Club offers personalized workout plans, live and recorded fitness sessions, expert nutritional guidance, and exclusive discounts on fitness-related products in different marketing campaigns. [\(Walmart, n.d.\)](#)

SWOT analysis of Walmart Fitness Club:

Strengths:

- Extensive Physical and Digital Presence: Around 90% of the U.S. population living within 10 miles of Walmart stores and a rapidly growing e-commerce platform, Walmart Fitness Club will have access to a diverse customer base, and this will help in acquiring customers in the initial years of the product launch. [\(Walmart, n.d.\)](#)
- Integrated Ecosystem: Walmart Fitness Club can be seamlessly developed and integrated with Walmart's existing digital ecosystem, including the Walmart app and website. This will enhance user experience and drive engagement in the Walmart application and website through cross-promotion and accessibility.
- Financial Resources and Infrastructure: Walmart Fitness Club will be backed by Walmart's financial resources and infrastructure. Walmart Fitness Club will have the necessary funding and support to invest in technology development, content creation, marketing campaigns, and customer support services, and can ensure a robust and sustainable platform.
- Trust towards Walmart: Leveraging Walmart's recognized brand and reputation for providing quality products and services, Walmart Fitness Club will get benefits from immediate trust and credibility among Walmart and other users. [\(Walmart, 2021\)](#)

Weakness:

- Stiff competition from existing players: Apple is one of the most valued companies in the United States and is in the market and is also considered one of the best Fitness apps. Walmart Fitness Club will have stiff competition with Apple Fitness Plus, and other players in the industry including My Fitness Pal. [\(Fortune Business Insights, 2023\)](#)
- Lack of device or wearable: Walmart does not sell any kind of device like a watch, phone, etc. just like Apple, and Fitbit do and this might bring compatibility issues in the coming days.
- Limited experience of the industry: Although Walmart has sufficient resources to build the platform and content, hire the expert from the industry, Walmart may lack experience in the fitness industry in building the platform, content and conducting a marketing campaign.

Opportunities:

- Growing Demand for Digital Fitness: The adoption of digital fitness solutions, also accelerated by COVID-19, has brought a significant opportunity to enter into a growing market segment and establish itself as a leading player in the digital fitness space. [\(Forbes, n.d.\)](#)
- Cross-Selling: Walmart Fitness Club can leverage the Walmart platform to cross-sell and upsell other health and wellness-related products, like fitness equipment, nutritional meals, and wellness accessories. This will drive an increment in the overall company's revenue and profitability.

Threats:

- Technological Disruptions: The current growth in technology and changes in consumer preferences might bring threats to Walmart Fitness Club. New innovations in wearable devices might emerge as disruptive forces, challenging Walmart's position, and might require additional investment and advancement to remain competitive.
- Limited Differentiation in Content: With a wide range of digital fitness platforms, Walmart Fitness Club may struggle to differentiate its content offerings from competitors.
- Legal and Regulatory Challenges: The digital fitness industry is a new and recently evolved industry, the company might be subject to various legal considerations, including data privacy laws, and consumer protection regulations. Walmart Fitness Club may face legal challenges or regulatory scrutiny related to data privacy practices, content licensing agreements, or compliance with industry standards in the future days.

GENERAL AIMS

Walmart Fitness Club is a cutting-edge digital platform inside the service section of the Walmart app and website and offers a comprehensive fitness service tailored to meet the needs and preferences of diverse users. Whether someone is a fitness enthusiast looking to push the limits or a beginner seeking guidance on a wellness journey, Walmart Fitness Club has everything one needs to achieve fitness goals and live a healthier, happier life. Following are list of services included in the Walmart app in the initial phase:

- **Gym Tutorials:** Gym tutorials provide in-depth guidance on how to use various equipment found in traditional gyms. From weight machines to free weights, cardio machines, and more, our tutorials offer step-by-step instructions to help customer to navigate the gym floor with confidence and maximize workout effectiveness. Further, users also can plan their weekly workout routine in the app, and it will guide based on the needs of the user.
- **Fitmom Workouts:** It is specially designed for expectant mothers, Fitmom program offers safe and effective workouts to support overall health and wellness during pregnancy. Led by certified fitness instructors, these workouts focus on strength, flexibility, and endurance to help pregnant women stay fit and prepare for childbirth.
- **Zumba:** Zumba will be led by energetic instructors, our live and recorded Zumba classes feature different kinds of dance moves set to upbeat music, and dynamic full-body workout that burns calories and boosts the mood.
- **Aerobics:** Live and recorded aerobics sessions are available in the Walmart Fitness Club. Whether someone is a beginner or a seasoned fitness enthusiast, our aerobics classes offer a variety of cardio exercises.
- **Yoga:** Walmart yoga sessions will help users discover inner peace, strength, and flexibility and these sessions are led by experienced yoga instructors. Yoga classes generally combination of breathwork, meditation, and gentle stretching exercises to promote relaxation, and reduce stress. These sessions will enhance the physical and mental well-being of our users.
- **HIIT (High-Intensity Interval Training):** HIIT is perfect for those looking to reduce unwanted fat and weight, maximize their calorie burn and improve cardiovascular fitness. HIIT sessions alternate between short bursts of intense exercise and brief recovery periods to deliver maximum results in minimal time.
- **Nutrition and Diet Plans:** A team of nutrition experts will create personalized meal plans tailored to our user's specific needs, goals, and dietary preferences. These plans ensure that the user fuels body with the right nutrients to support the fitness journey. Walmart Fitness club will also work on building a algorithm to suggest the nutrition needs of users based on the metrics like height, weight, age, meal preference.

Content creation strategy:

The content creation strategy of Walmart Fitness Club is working with those trainers and experts and some of the trainers are social media influencers too. These individuals will create engaging content by collaborating with Walmart Fitness Club. The detailed process flow is outlined below:

- **Expert and Trainer Selection and Collaboration:** Walmart Fitness Club will select trainers and experts known for their expertise and some of them are also social media influencers. Walmart Fitness Club will approach for collaboration, emphasizing the benefits of reaching a wider audience and earning through a revenue-sharing model.
- **Content Creation Guidelines:** Walmart Fitness Club will provide clear guidelines to experts and trainers to ensure consistency and quality in the content. This includes specifications on video length, format, branding elements, and the incorporation of key fitness principles. Guidelines will also outline the importance of engaging and informative content.
- **Social Media Integration:** Experts and trainers will be encouraged to share snippets of their workout sessions, nutrition tips, and motivational content on their social media platforms. These teasers will drive traffic to Walmart Fitness Club and are beneficial to both Walmart, experts and trainers.
- **Revenue Sharing Model:** To incentivize experts and trainers, Walmart Fitness Club will implement a revenue-sharing model where experts and trainers will get up to 50% of the subscription fee from users who access their training sessions.
- **Performance Tracking and Analytics:** The platform will use robust analytics tools to track the performance of each session and trainers will also receive detailed reports such as views, engagement rates, and subscription conversions for future enhancement and improvement.
- **Feedback and Continuous Improvement:** Walmart Fitness Club will maintain open channels of communication with trainers, soliciting feedback on content performance and user engagement. This feedback loop ensures continuous improvement and refinement of content strategies, keeping the platform relevant and compelling to users.

INITIAL RISKS	<p>The initial risks for Walmart and Walmart Fitness Club to launch Walmart Fitness Club include:</p> <ul style="list-style-type: none"> ● Market Saturation: The online fitness market is highly competitive, with many established players offering similar services. The Walmart Online Fitness Club may face challenges in standing out among competitors and attracting enough members. ● Brand Perception: Walmart is primarily known as a retail giant, and entering the fitness industry may require a shift in brand perception. There may be concerns among consumers about Walmart's expertise and credibility in the fitness space, which could impact the adoption of the Online Fitness Club. ● Legal and Regulatory Compliance: Operating an online fitness club involves compliance with various legal and regulatory requirements, including privacy laws, consumer protection regulations, and licensing agreements for content and partnerships. Failure to comply with these requirements could result in legal and financial repercussions for Walmart. ● Financial Investment: Launching and operating the Walmart Online Fitness Club requires a significant financial investment in technology, content creation, marketing, and operational expenses. There is a risk that the initial investment may not yield the desired return on investment within the expected timeframe. ● Technology Challenges: Developing and maintaining the online platform for the Fitness Club involves significant investment in technology infrastructure, software development, and cybersecurity. Technical issues such as platform glitches, downtime, or security breaches could disrupt the user experience and damage the brand's reputation.
EXPECTED OUTCOMES	<p>The Walmart Online Fitness Club aims to achieve several key outcomes that align with its strategic objectives and value proposition. Some of the expected outcomes include:</p> <ul style="list-style-type: none"> ● Increased Customer Engagement: By offering a comprehensive online fitness solution, Walmart aims to increase customer engagement and interaction within its e-commerce app and website. Walmart Fitness Club provides an additional touchpoint for customers to interact with Walmart's products and services, and this helps in fostering deeper connections and loyalty. These will be measured through the change in the app engagement and change in user numbers count after the launch of the Walmart Fitness Club. ● Increment in Customer Base: The Walmart Fitness Club will attract new customers who are interested in health and wellness, expanding Walmart's customer base beyond traditional retail shoppers. By appealing to fitness enthusiasts and health-conscious individuals, Walmart can reach a broader demographic and attract new segments of consumers for cross selling and upselling.

	<ul style="list-style-type: none"> ● Increased Revenue Stream: Walmart Fitness Club creates new revenue streams for Walmart through subscription fees which contribute to Walmart's overall financial performance and diversify its sources of income. 50% of the generated revenue will be distributed among the fitness trainers, coaches, and diet specialists, while 30% will cover the company's expenses. The remaining revenue constitutes the gross profit of the Walmart Fitness Club ● Improved Customer Retention: Offering the Fitness Club as part of Walmart's ecosystem enhances customer retention by providing added value and incentives for customers to use Walmart to stay fit and healthy.
PROJECT BENEFITS	<p>Benefits to Walmart from Walmart Fitness Club:</p> <p>Strategic benefits:</p> <ul style="list-style-type: none"> ● Brand Reinforcement: Walmart Fitness Club will reinforce Walmart's commitment to health and wellness, and this will enhance brand perception and differentiation in the competitive retail landscape. ● Data Insights and Analytics: Walmart Fitness Club provides valuable insights into customer preferences and behaviors. This information will help in targeted marketing strategies and product development that will enhance the experience of shopping through Walmart and increase the overall profitability of Walmart. ● Market Differentiation: Walmart Fitness Club sets Walmart apart from competitors by offering a unique value proposition that combines fitness services with its retail offerings, attracting new customers and retaining existing ones. ● Diversity of Offerings: Walmart Fitness Club is another strategic service offering of Walmart and it also diversifies Walmart's product and service portfolio, catering to a broader range of customer needs and preferences. It will also position Walmart as a holistic destination for health and wellness solutions. <p>Financial benefits:</p> <p>Walmart Fitness Club generates revenue through subscription fees, it will potentially boost Walmart's overall revenue stream. Leveraging existing infrastructure and resources, Walmart Fitness Club can contribute to Walmart's profitability through efficient operations and revenue generation.</p> <p>Customer benefits:</p> <ul style="list-style-type: none"> ● Educational Resources: Walmart Fitness Club provides educational resources, like workout tutorials, nutrition guides, and wellness tips, empowering consumers with knowledge and skills to make informed decisions about their health and fitness. This will also further help in purchasing the right health and wellness products from Walmart.

	<ul style="list-style-type: none"> • Quality Assurance: Consumers can trust Walmart Fitness Club's offerings because Walmart's reputation has been carried for years. It will also enhance confidence in the effectiveness and safety of the fitness programs and products available. • Competitive pricing: Competitive pricing and discounts from Walmart extend to fitness services are now more affordable to a diverse demographic of consumers, enabling consumers to save money on their health and fitness expenses.
COST ESTIMATES	<p>Using the Three-point method for Walmart Fitness Club:</p> <p>We can assume the following estimates:</p> <p>Optimistic Estimate(O): \$8.49 / month</p> <p>Most Likely Estimate (M): \$8.99 / month</p> <p>Pessimistic Estimate(P): \$9.49 / month</p> <p>Using $(P + 4L + O) / 6$ to calculate three-point estimation.</p> <p>$P1 = (8.49 + 4 \times 8.99 + 9.49) / 6 = 8.99$</p> <p>Considering the optimistic, most likely, and pessimistic scenarios to provide a comprehensive estimate of the subscription fee, the three-point estimation for the monthly subscription fee of the Walmart Fitness Club is \$8.99 per month.</p> <p>Initial Investment:</p> <p>The initial investment for launching the Walmart Fitness Club is estimated to be 92-100 million dollars. This belongs to various essential components, starting with a substantial allocation of \$30 million towards research and development activities, which involve in-depth market analysis, technological research, and conceptualization of the fitness club's features and offerings.</p> <p>25 million Dollars is allocated for the development and integration of the fitness module within the existing Walmart app, covering software development, testing, and implementation expenses. For content development, 40 million dollars is allocated to create a wide array of engaging content, including workout videos, nutrition plans, and guidance from certified trainers. An additional 20 million dollars is spent in marketing and promotion of Walmart Fitness. Another 5-10 million is allocated for the registration, licensing, and other expenses that occurred during the initial development of the product.</p> <p>In the first year of launch, we project Walmart Fitness Club to capitalize on its huge customer base, with approximately 240 million weekly visitors to Walmart stores and e-commerce platforms. Leveraging this extensive reach, the fitness club aims to capture 2% of visitors as subscribers by the end of the year, resulting in 4.8 million signups. With a subscription</p>

	<p>fee of \$8.99 per user per month, the yearly gross revenue is estimated to reach \$517,824,000. _(Walmart, 2023)</p> <p>The total cost for the first year of operation is projected to be \$414,259,200. The yearly operating cost, which covers ongoing expenses such as content updates, customer support, and administrative overheads, is estimated at \$103,564,800. Despite these financial obligations, the Walmart Fitness Club anticipates achieving sustainable growth and profitability through its robust revenue generation model and strategic allocation of resources.</p>
TIME ESTIMATES	<p>Optimistic Estimation (O) of Time= 12months</p> <p>Most Likely Estimation (L) of Time = 18 months</p> <p>Pessimistic Estimation (P) of Time = 24 months</p> <p>Time Estimate = $(O + 4L + P) / 6$</p> <p style="text-align: center;">$= (12 + 4(18) + 24) / 6 = 18 \text{ months}$</p> <p>We expect to turn a profit by the end of the third year after Walmart Fitness Club launched. Our main priority for the first year and second year is to pay back the costs incurred during the launch period. This covers spending on vital initiatives including research and development, platform development, technology infrastructure, content production, and marketing and operational plans. After subtracting all operating costs from the first year, we're already expecting a respectable profit margin, however, the initial investment cannot be recovered in the first year itself. As we anticipate growing our subscription number significantly, we will enter the second year with a strategic approach to gain more customers that will recover the initial investment and gain a respectable profit margin. Continuing the content quality and innovation will grow Walmart Fitness Club in the coming years.</p>

Benefits Realization

Benefits Management Strategy

Description of high-level benefits and types/categories expected by the project.	<p>Primary benefits:</p> <ul style="list-style-type: none">● Revenue Generation: Walmart Fitness Club will create a new revenue stream through subscription fees. This will directly contribute to Walmart's financial growth and profitability.● Increased Traffic on website and application: Walmart Fitness Club attracts health-conscious consumers to Walmart, which will eventually increase the traffic and maximize potential sales across various product categories.● Market Expansion and Acquisition: Walmart Fitness Club opens opportunities for Walmart to attract new customer segments, health-conscious individuals who may not traditionally shop at Walmart. This might lead to increased market share and revenue growth. <p>Secondary Benefits:</p> <ul style="list-style-type: none">● Long-Term Customer Relationships: Walmart Fitness Club will develop long-term relationships with customers by providing ongoing support and resources for their health and fitness needs. This will lead to increased customer retention and lifetime value for Walmart.● Data-Driven Insights: Walmart Fitness Club will generate valuable data on consumer behavior, preferences, and trends in the health and wellness sector. These data can be leveraged in different marketing strategies, product development, and operational decisions across Walmart's business units.● Better Public Relations: Walmart Fitness Club will bring an opportunity for Walmart to showcase its dedication to promote health and wellness among consumers and people. This will help Walmart to enhance its reputation and strengthen its relationships with customers and stakeholders.● Long-term revenue subscription: Walmart Fitness Club is a subscription-based service. Over the long run, this recurring revenue stream provides a stable and predictable source of revenue for Walmart, contributing to its overall revenue growth and financial stability of Walmart group.
---	---

<p>Prioritization of benefits, process, and Measurement</p> <p>The priority or importance of each benefit</p>	<p>Increase in Revenues: Medium</p> <p>Ecosystem expansion: High</p> <p>Customer experience enhancement: High</p> <p>Brand enhancement: Medium</p> <p>Innovation Leadership: Medium</p> <p>Community Building: Medium</p>
<p>The process to be followed for benefits realization</p>	<p>Initiation phase:</p> <ul style="list-style-type: none"> ● Identification of project objectives: The initial phase is about identifying the objectives of the Walmart Fitness Club project. Objectives are revenue growth, enhancement of brand reputation, and promoting customer loyalty. ● Stakeholder Engagement: Stakeholders, including executives, project sponsors, and key business units, are engaged to ensure alignment with project objectives and benefits. Their input and support are crucial for the success of the project. ● Legal activities and assessment: This is the phase to do all kinds of legal documentation, registration, and obtaining necessary licenses from all the competent authorities. ● Baseline Assessment: Conducting a baseline assessment involves evaluating the current state of the Walmart app or website, existing fitness-related features, user engagement metrics, and market trends in the digital fitness space. <p>Planning phase:</p> <ul style="list-style-type: none"> ● Benefits Identification and Mapping: Specific benefits of integrating Walmart Fitness Club into the Walmart app or website are identified in this phase. User retention, higher traffic in the app or website usage, increased traffic in the website and app, improved customer satisfaction, and potential revenue growth are key benefits that are identified and mapped in this phase. ● Benefit Metrics and KPIs: Key performance indicators (KPIs) are established to measure the success of the product. These include metrics like app or website downloads, active users, session duration, subscription sign-ups, customer ratings, and revenue generated from fitness-related products or services. ● Risk Assessment and Mitigation: Identifying potential risks associated with launching Walmart Fitness Club within the app or website is done in this phase. Technical glitches, user

	<p>adoption challenges, or competition, and developing strategies to mitigate these risks.</p> <p>Execution phase:</p> <ul style="list-style-type: none"> • Integration and Launch: Walmart Fitness Club is integrated into the Walmart app and website, with features to access fitness classes, workout plans, and nutrition plans. The launch is accompanied by marketing campaigns to promote awareness and drive user engagement. • Monitoring and Tracking: Performance metrics and KPIs are closely monitored in the execution phase to track the performance of Walmart Fitness Club • Continuous Improvement: Feedback from users, app or website analytics, and market trends are identified to enhance the Walmart Fitness Club experience. <p>Closing phase:</p> <ul style="list-style-type: none"> • Benefits Evaluation: The success of Walmart Fitness Club will be evaluated against the defined objectives and KPIs. This generally involves analyzing user engagement metrics, subscription sign-ups, revenue generated, and overall customer satisfaction. <p>Post-Implementation Review: This involves conducting a post-implementation review to reflect on the overall performance, identify areas of improvement, and capture lessons learned for future projects.</p>
<p>Measurement to assess that benefits are being realized & who is going to be doing the assessment</p>	<p>Key metrics:</p> <ul style="list-style-type: none"> • Return on Investment (ROI): A positive ROI indicates that the benefits of the Walmart Fitness Club project outweigh its costs, resulting in a profitable investment. Conversely, a negative ROI suggests that the project may not have achieved its objectives or generated sufficient returns to justify the investment. • User Engagement Metrics: The primary objective of Walmart Fitness Club is to drive engagement among users and metrics related to user engagement like number of visits to the Walmart platform, duration of app use, and interaction with fitness content and features, are monitored to assess the level of user engagement with Walmart Fitness Club. • Product Adoption Rate: This metric provides insights into the level of acceptance and interest in the fitness club among users, guiding efforts to optimize user engagement and drive subscription growth.

	<p>Assessment Responsibility:</p> <p>The assessment of benefits realization is a collaborative effort involving all stakeholders within Walmart, including digital teams, marketing teams, finance teams, customer service teams, and senior management. However, a separate Benefit Assessment Team under the supervision of Walmart's global governance organization will be formed to assess the performance of the product. This team includes a group of people from diverse backgrounds including compliance and risk assessment professionals, legal counsel, security specialists, and data analysts. This team ensures a comprehensive and informed assessment. (Walmart Ethics & Compliance, n.d.)</p>
--	---

References and sources

- Forbes. (n.d.). *Forbes Article*. Retrieved from Forbes:
<https://www.forbes.com/sites/jesscording/2020/07/13/covid-19-transforming-fitness-industry/?sh=5bf116830a74>
- Fortune Business Insights. (2023). *Fortune Business Insights Article*. Retrieved from Fortune Business Insights: <https://www.fortunebusinessinsights.com/fitness-tracker-market-103358>
- Walmart. (2021). *Walmart Marketplace*. Retrieved from Walmart Marketplace:
<https://marketplace.walmart.com/9-things-about-walmart-customers/>
- Walmart. (2023). *Annual report of Walmart*. Retrieved from SECURITIES AND EXCHANGE COMMISSION(SEC):
<https://www.sec.gov/Archives/edgar/data/104169/000010416923000020/wmt-20230131.htm>
- Walmart. (n.d.). *About Walmart*. Retrieved from Walmart: <https://corporate.walmart.com/about>
- Walmart. (n.d.). *Walmart E-commerce strategy*. Retrieved from Walmart Official:
<https://corporate.walmart.com/about>
- Walmart. (n.d.). *Walmart Ethics & Compliance*. Retrieved from Walmart:
<https://corporate.walmart.com/purpose/esgreport/governance/ethics-compliance>
- Walmart. (n.d.). *Walmart Services*. Retrieved from Walmart: <https://www.walmart.com/services>

Project Charter

Project Name:	Walmart Fitness Club		
Project Sponsor:	Walmart Inc.	Project Manager:	Bijay Karki
Estimated start date:	Feb 25, 2024	Estimated finish date:	Apr 15, 2025

Project Scope

Program Description

We plan to launch Walmart Fitness Club which will revolutionize the health and wellness industry by providing a comprehensive digital fitness platform integrated into the Walmart app and website. The goal of Walmart Fitness Club is to empower customers to live healthier lifestyles by offering personalized workout plans, live and recorded fitness sessions, and nutritional guidance based on the needs of the customers.

Walmart Fitness Club will align with the Walmart's strategic initiatives by reinforcing commitment to health and wellness, diversifying its product and service offerings, and strengthening its brand reputation as a one-stop destination for health-conscious consumers. By integrating Walmart Fitness Club into its existing ecosystem, Walmart aims to provide value addition to customers while driving growth and profitability for the organization. Walmart Fitness Club aligns with Walmart's strategic objectives of customer-centricity, innovation, and market leadership, positioning Walmart as a trusted partner in helping customers achieve their health and fitness goals.

Key deliverables:

- **Comprehensive Fitness Services:** Walmart Fitness Club offers a wide range of fitness services, including gym tutorials, live and recorded workout sessions, personalized workout plans, nutrition and diet guidance, and expert-led classes like Zumba, aerobics, yoga, and HIIT (high-intensity interval training).
- **Seamless Integration:** Walmart Fitness Club will be seamlessly integrated with the Walmart app and website and will provide users with easy access to fitness resources alongside their regular shopping and browsing activities. This integration will surely enhance user experience and drive engagement within the Walmart ecosystem.
- **Personalized Experience:** Walmart Fitness Club will offer personalized workout plans and nutritional guidance tailored to user specific needs, goals, and preferences. Users can

track their progress, set goals, and receive recommendations based on their individual metrics and preferences.

- **Expert Guidance and Support:** Walmart Fitness Club will feature content created by fitness instructors, nutrition experts, and wellness professionals, and ensures users will have access to high-quality guidance and support throughout their fitness journey.

Aligning with Walmart's strategic initiatives to enhance customer engagement and loyalty, the Walmart Fitness Club program leverages the company's extensive physical and digital presence to offer seamless integration with the Walmart app and website. By providing added value to Walmart's existing ecosystem, the program strengthens customer relationships and reinforces Walmart's commitment to health and wellness. Walmart Fitness Club program will drive customer engagement, loyalty, and satisfaction while contributing to Walmart's strategic objectives of delivering value-added services and fostering a healthier community.

Preliminary Understanding of Business Needs

Walmart delivers a wide range of goods and services. Walmart's product offerings reflect a comprehensive strategy aimed to cater to the needs of a diverse customer base throughout the United States. From groceries to home essentials, electronics to clothing, and everything in between, Walmart provides a one-stop shopping experience for consumers. Walmart's strategy focuses on offering a wide range of products at competitive prices, leveraging its immense scale and efficient supply chain to deliver value to customers, by encompassing departments such as home, electronics, health, beauty, automotive, and more. Walmart's strategy revolves around offering an extensive variety of products across various categories while emphasizing affordability, convenience, and accessibility for the customers. 5214 stores are currently operating in the United States as of January 2024. [\(Walmart, 2024\)](#)

Walmart's service offerings are a dynamic approach to enhancing customer convenience and satisfaction across its retail ecosystem. Leveraging its large network of physical stores and online platforms, Walmart strategically integrates services to provide a seamless shopping experience for millions of customers. From grocery pickup and delivery to pharmacy services and automotive care, Walmart's strategy centers on delivering unparalleled convenience, affordability, and quality across a diverse range of offerings. Below is the list of current services Walmart is offering.

As one of the world's largest brick-and-mortar retailers, it is also one of the fastest-growing and most dynamic e-commerce organizations of United. Around 90% of the U.S. population lives within 10 miles of Walmart stores, it has combined physical locations with e-commerce business

to offer a level of convenience never seen before. Walmart is creating an experience that lets customers shop anytime, anywhere delivering exactly what they want, when they want it. ([Walmart, 2024](#))

After careful analysis of Walmart's large distribution network, huge investment in technology, innovation Walmart has done in the retail industry, core competencies, and competitive advantages Walmart has, we aimed to launch Fitness Club inside the mobile application and website of Walmart. Just like Walmart has transformed retail with seamless integration of technology into the shopping experience, Walmart Fitness Club aims to reshape the way individuals approach fitness and wellness. Walmart Fitness Club streamlines the fitness journey of every individual by providing a wide range of digital tools and resources. Users will prefer to work out at home or outer space or at the gym, Walmart Fitness Club offers personalized workout plans, live and recorded fitness sessions, expert nutritional guidance, and exclusive discounts on fitness-related products in different marketing campaigns.

Benefits

Brief Name	Description	Tangible or Intangible?	Metrics	Expected Benefit Delivery Date	Related Milestones and Component Projects
Revenue Generation	Walmart will be able to create a new revenue stream through subscription fees.	Tangible	Annual Revenue: Total subscription fees generated by Walmart Fitness Club	Mar 3, 2025	Market Introduction & Deployment, Evaluation
Increased Traffic	Attraction of health-conscious consumers to Walmart, leading to increased website/app traffic.	Tangible	Number of visits, session duration, user engagement with fitness content	Mar 3, 2025	Market Introduction & Deployment, Evaluation

Market Expansion and Acquisition	Opportunities to attract new customer segments and increase market share.	Tangible	Market share in fitness industry, customer acquisition rate	Jan 1, 2026	Market Introduction & Deployment, Evaluation
Long-Term Customer Relationships with customers	Development of long-term relationships by providing ongoing support and resources.	Intangible	Churn rate	Continuous improvement	Evaluation
Data-Driven Insights	Generation of valuable data on consumer behavior and preferences in the health sector.	Tangible	Amount of time customer spent in app for the workout	Ongoing	Evaluation
Better Public Relations	Enhancement of Walmart's reputation through dedication to health and wellness promotion.	Intangible	Customer sentiment, brand perception	Continuous improvement	Market Introduction & Deployment, Evaluation
Long-term Revenue Subscription	Creation of a stable and predictable revenue stream through subscription-based services.	Tangible	Revenue from subscriptions		Market Introduction & Deployment, Evaluation
Cross sell opportunity	Creating an opportunity to cross sale Fitness related product	Tangible	Increment in revenue from sales compared year to year data. 1st year will give initial insights.	Mar 3, 2025	Market Introduction & Deployment, Evaluation

Program components and/or member projects.

Component Project Name	Description	Primary Deliverables	Estimated Delivery Date
Strategic Mission & Vision	Rooted in Walmart's mission to save people money so they can live better, we aim to empower Walmart customers on their journey to better health and wellness by providing accessible, personalized, and innovative fitness solutions through the Walmart Fitness Club.	Affordability: Walmart Fitness Club should be affordable to all the consumers and users aligning with the Walmart's mission and vision.	Mar 30, 2024
Market & Competitive Analysis	By leveraging both quantitative data and qualitative research methods, we aim to identify emerging trends, consumer needs, and gaps in the market that Walmart can capitalize on. This research will serve as the foundation for strategic decision-making and the development of innovative fitness solutions that resonate with our customers and set us apart from competitors. Current competitors: Apple Fitness+, Peloton, Fitbit Premium, Beachbody on Demand, and MyFitnessPal	The importance of innovation, personalization, and convenience in the success of the Walmart Fitness Club program will be derived by the thorough research and analysis. Proper Market entry strategy should be implemented with the launch program. The market size and growth potential seem huge at this phase.	Apr 31, 2024
Customer Benefit Package	We will design personalized fitness packages meticulously crafted to cater to the diverse needs, preferences, and shopping behaviors of different customer segments. By understanding each segment's unique fitness goals, lifestyle preferences, and purchasing habits, we will create tailored packages that resonate with their specific needs and aspirations. These packages will offer a range of fitness solutions, including	Customized fitness tools, workout plans, and nutrition guidance packages for diverse customer segments is the customer benefit package for Walmart Fitness Club. Convenience, customization, and engagement are key factors in the CBP for Walmart customers.	May 30, 2024

	workout plans, nutrition guidance, and wellness resources, customized to address individual preferences and challenges. Our goal is to provide personalized experiences that not only meet but exceed the expectations of our customers, fostering long-term engagement and loyalty to the Walmart Fitness Club brand.		
Service Process Design	We will develop streamlined and user-friendly service delivery processes and workflows to ensure seamless access to fitness tools, workout plans, and nutrition guidance through the Walmart app and website. Our aim is to optimize the user experience by simplifying navigation and enhancing accessibility across all digital platforms. By implementing efficient processes, users will be able to easily discover, access, and utilize the full range of fitness resources available, empowering them to achieve their health and wellness goals with ease. Through iterative testing and refinement, we will continuously enhance our service delivery processes to ensure they remain intuitive, responsive, and aligned with the evolving needs of our users.	The user journey within the Walmart Fitness Club begins with registration and profile setup, where users input their fitness goals and preferences. They then receive personalized recommendations, including workout plans and nutrition guides, tailored to their needs. Users engage with fitness content, and track progress through Walmart app and website. No separate installation of app required, and user will have better experience while using the Walmart app.	Dec 30, 2024
Service Design & Development	We will design and develop the Walmart Fitness Club platform with a focus on providing comprehensive features tailored to the diverse needs and preferences of Walmart customers. Our platform will include a wide range of resources, including personalized	Fully functional and user-tested Walmart Fitness Club platform with intuitive features and seamless integration inside the Walmart app.	Jun 30, 2025

	<p>workout plans, nutrition guides, and interactive fitness tools, aimed at empowering users to achieve their health and wellness goals effectively. Leveraging cutting-edge technology and industry best practices, we will ensure that the platform is intuitive, user-friendly, and engaging, offering a seamless experience across all devices and platforms. Through extensive user testing and feedback collection, we will continuously refine and optimize the platform to deliver maximum value and satisfaction to our customers, solidifying Walmart's position as a trusted destination for health and fitness solutions.</p>		
Market Introduction & Deployment	<p>To ensure the successful launch of the Walmart Fitness Club program in the market, we will implement a comprehensive strategy encompassing targeted marketing campaigns, promotional activities, and strategic deployment strategies. Our marketing efforts will focus on raising awareness and generating excitement around the Fitness Club, leveraging various channels such as digital advertising, social media, email marketing, and traditional media outlets. We will develop compelling messaging and creative assets that highlight the unique features and benefits of the Fitness Club, emphasizing its convenience,</p>	<p>Comprehensive product launch,</p> <p>Marketing materials deployment,</p> <p>Influencer Marketing,</p> <p>and deployment strategy for a successful market introduction</p>	Jan 1, 2026

	<p>affordability, and effectiveness in helping customers achieve their fitness goals.</p> <p>In addition to marketing, we will execute promotional activities such as special launch events, exclusive offers, and partnerships with fitness influencers or brands to further drive engagement and interest in the program. These promotions will incentivize customers to sign up for the Fitness Club and create buzz around its launch.</p> <p>Furthermore, we will employ strategic deployment strategies to ensure that the Fitness Club reaches its target audience effectively. This may include rolling out the program in phases, targeting specific demographics or geographic regions, or integrating it seamlessly into existing Walmart platforms and channels. By carefully planning and executing our launch strategy, we aim to maximize visibility, engagement, and uptake of the Walmart Fitness Club program, ultimately driving its success in the market.</p>		
Evaluation	<p>To evaluate the performance and reception of the Walmart Fitness Club program in the market, we will employ a systematic approach that involves gathering user feedback and analyzing key performance metrics. We will utilize various methods to collect feedback from Fitness Club users, including surveys, focus groups, customer reviews, and direct communication</p>	<ul style="list-style-type: none"> - Performance evaluation report, - User feedback analysis, - Insights for program enhancement 	Mar 3, 2025

	<p>channels. This feedback will provide valuable insights into the user experience, satisfaction levels, and areas for improvement.</p> <p>Based on the feedback and performance data collected, we will iteratively refine and optimize the Walmart Fitness Club program to better meet the needs and preferences of our users. This may involve adjusting the program's features, content, pricing, marketing strategies, or user interface based on insights gleaned from user feedback and performance analysis. By continuously monitoring, evaluating, and improving the program, we can ensure its long-term success and sustainability in the market.</p>		
--	---	--	--

In Scope

- **System development in Walmart app**

Integrating the Walmart Fitness Club features seamlessly into the existing Walmart app and website. And checking for the compatibility across various devices and platforms to maximize accessibility for diverse users. Implementation of secure authentication and user profile management systems to safeguard user data.

- **Content Creation**

Development of a diverse range of workout plans catering to different fitness levels, preferences, and goals. Production of high-quality live and recorded fitness sessions led by certified instructors across various disciplines such as yoga, aerobics, HIIT, and Zumba. Development of nutritional guidance resources like meal plans, dietary advice, and nutritional supplement recommendations. These contents will be developed by the different content creators and revenue will be shared in percentage basis depending upon the revenue generated by the content. Walmart will identify the creators and initiate partnership with them.

- **User Experience Enhancement**

Designing user-friendly interface for easy navigation and seamless interaction. Providing personalized recommendations and suggestions based on user preferences, past activities, and performance metrics.

- **Marketing and Promotion**

Performing targeted marketing campaigns across various channels including social media, email newsletters, and in-store promotions to raise awareness about the Walmart Fitness Club. Collaborating with influencers, fitness experts, and wellness advocates to endorse the Fitness Club and reach a wider audience.

- **Data Analytics and Insights**

Implementation of robust analytics tools to gather and analyze user engagement metrics, like session duration, content preferences etc. Generating actionable insights of user behavior, preferences, and trends to inform decision-making and drive continuous improvement efforts. Utilizing data-driven strategies to optimize content delivery, personalized recommendations, and marketing initiatives for maximum impact.

- **Continuous Improvement**

Establishing feedback mechanisms to collect user input, suggestions, and complaints for ongoing refinement of Fitness Club features and offerings. Conduct regular evaluations and performance assessments to identify areas for improvement and address any issues or concerns promptly. Staying abreast of industry trends, technological advancements, and customer needs to adapt and evolve the Fitness Club program accordingly.

Out of Scope

- **Physical gym facilities:** The construction or operation of physical gym facilities or fitness centers is not within the scope of the program.
- **Personalized medical advice:** Walmart Fitness Club will not provide personalized medical advice, diagnosis, or treatment plans tailored to individual health conditions.
- **One-on-one personal training:** Offering one-on-one personal training sessions with certified fitness instructors or trainers is not part of the program as it is a comprehensive platform tailored to provide the needs of diverse customers.
- **Psychotherapy or counseling:** Offering psychotherapy, counseling, or mental health services is outside the scope of the Fitness Club program.

- **Employment or career services:** Providing job placement assistance, career counseling, or employment opportunities is not part of the Fitness Club program objectives to any of the experts or trainers. All the fitness trainers and experts will be hired in a freelancing basis.
- **Gaming or Entertainment Features:** Including gaming or entertainment features unrelated to fitness, health, or wellness in the Fitness Club program is not within scope.

Work and Program Process

Preliminary Description of Work

- **Strategic Mission & Vision:** This is the very first step involves in crafting a comprehensive business plan and project charter that align with the strategic mission, and vision of the Walmart Fitness Club initiative as a product of Walmart Inc. It has outlined how Walmart Fitness Club aligns with Walmart's overarching goals of promoting health and wellness among its customers.
- **Market & Competitive Analysis:** This phase begins with conducting an in-depth analysis of the fitness market and competitive landscape to gain insights into market trends, consumer preferences, and competitor offerings. Through market research and competitive analysis, Walmart aims to identify unique opportunities and challenges within the fitness industry. The detailed competitive analysis is presented in the competitive analysis analyzing the different competitions factors.
- **Customer Benefit Package:** With a focus on customer-centricity, Walmart develops completed fitness platform that will cater the need of diverse customer segments. The customer benefit package of Walmart Fitness Club includes personalized fitness tools, workout plans, and nutrition guidance aimed to enhance the overall health and wellness journey of Walmart customers.
- **Service Process Design:** This is crucial phase of product development. In this phase, we design service delivery processes and workflows to ensure user-friendly experience for customers accessing fitness tools and services through the Walmart app and website. This involves working in algorithm, developing interactive user interfaces, defining service protocols, and integrating backend systems to support efficient service delivery.
- **Development and Testing:** This phase in the Walmart Fitness Club is the creation and validation of various components and features to ensure they meet quality standards and requirements. This phase involves activities like feature development, software development, quality assurance, user experience testing, integration testing, performance

optimization, security testing, compliance testing, documentation, and user training. Collaboration between cross-functional teams, including developers, testers, designers, and product managers, is crucial to deliver high-quality features within the specified timeline and budget constraints.

- **Market Introduction & Deployment:** With the Walmart Fitness Club platform fully developed and tested, we will proceed to launch the platform to the public performing targeted marketing campaigns and promotional activities. This involves creating awareness and generating excitement around the launch through various marketing channels, including digital advertising, social media, and in-store promotions. The primary goal is to drive customer engagement and encourage adoption of the Walmart Fitness Club platform among its target audience.
- **Evaluation:** Following the launch of the Walmart Fitness Club, we will conduct evaluations and assessments to monitor the performance and effectiveness of the platform. Evaluation of the product includes analyzing user feedback, tracking key performance metrics, and conducting quarterly performance reviews to identify areas for improvement. By leveraging data-driven insights, we aim to continuously enhance the Walmart Fitness Club platform to better meet the evolving needs of its customers and drive long-term success.

Standard project management activities

Standard project management activities for Walmart Fitness Club encompass a set of processes and procedures essential for effective planning, execution, monitoring, and control of projects. These activities ensure that projects are delivered on time, within budget, and according to specified quality standards, while also addressing any changes, issues, risks, or communication needs that may arise throughout the project lifecycle. In case of Walmart Fitness Club, the change management process typically involves the following steps:

- **Change Submission:** Any proposed changes to the project scope, or requirements are submitted by relevant stakeholders using a designated change request form or system. The change request should include a clear description of the proposed change, rationale, potential impact, and any supporting documentation.
- **Change Evaluation:** After the receipt of change request, the project manager evaluates the proposed change to assess its feasibility, impact, and alignment with project objectives. This evaluation considers factors such as resource availability, schedule constraints, budget implications, and potential risks.

- **Impact Analysis:** The project team conducts a comprehensive impact analysis to determine the potential effects of the proposed change on project deliverables, timelines, costs, and stakeholders. This analysis helps stakeholders understand the implications of the change and make informed decisions about its approval or rejection.
- **Change Approval:** After the evaluation and impact analysis, the change request is either approved, rejected, or deferred for further review. Approval may require authorization from key stakeholders, depending on the magnitude and significance of the change. Approved changes are documented, and necessary adjustments are made to the project plan and documentation.
- **Change Implementation:** Once a change is approved, it is implemented according to the established procedures and timelines. This involves updating project documentation, revising plans, reallocating resources, or adjusting schedules to accommodate the change effectively. The project team communicates the approved changes to relevant stakeholders and ensures that all impacted parties are informed of the modifications.
- **Change Monitoring and Control:** Throughout the implementation process, the project manager monitors the progress of approved changes and ensures that they are executed as planned. Any deviations that arise during implementation are promptly addressed through proactive risk management and mitigation strategies. Regular status updates and progress reports are provided to stakeholders to maintain transparency and accountability.
- **Change Documentation and Closure:** Upon completion of the change implementation, the project team documents the details of the change, including its rationale, impact, actions taken, and lessons learned. This documentation is archived for future reference and serves as a historical record of project changes. The change management process is formally closed, and the project proceeds with the updated scope, schedule, and deliverables.

SDLC (Software Development Life Cycle) for Walmart Fitness Club:

Walmart Fitness Club will follow the agile environment for development of the platform and other recurring development activities in the company. In an agile environment, the Software Development Life Cycle (SDLC) for the Walmart Fitness Club project follows an iterative and incremental approach to software development, emphasizing collaboration, flexibility, and responsiveness to change. Following are the phases of the SDLC:

- **Planning:** In this phase, the project team, including developers, product owners, and stakeholders, collaboratively define the project vision, goals, and scope. The product

backlog, which contains a prioritized list of features and requirements, is created, or refined based on stakeholder input and market analysis.

- **Sprint Planning:** Agile projects are organized into short, time-boxed iterations or sprints, typically lasts for 2 weeks. At the beginning of each sprint, the team selects a set of user stories or tasks from the product backlog to implement during the sprint. Sprint planning meetings involve breaking down selected user stories into actionable tasks and estimating the effort required to complete them.
- **Development:** During the development phase, cross-functional teams work collaboratively to design, implement, and test the selected user stories. Developers write code in short increments, focusing on delivering working software that meets the acceptance criteria defined for each user story. Continuous integration and automated testing practices are often employed to ensure code quality and detect defects early in the development process.
- **Review and Demo:** At the end of each sprint, the team conducts a sprint review meeting to demonstrate the completed work to stakeholders and gather feedback. This feedback loop helps validate that the delivered features meet user expectations and business requirements.
- **Retrospective:** Following the sprint review, the team holds a retrospective meeting to reflect on the sprint process and identify areas for improvement. The retrospective allows team members to discuss what went well, what could be improved, and any action items to address issues or bottlenecks in future sprints.
- **Deployment:** Throughout the project, incremental releases of the software are deployed to production environments, allowing stakeholders to access and provide feedback on new features and functionality. Continuous deployment pipelines automate the process of building, testing, and deploying software updates, enabling rapid and frequent delivery of value to end-users.
- **Monitoring and Feedback:** After deployment, the team monitors the performance and usage of the software in production environments, collecting data and feedback to inform future iterations. Metrics such as user engagement, application performance, and customer satisfaction are tracked to assess the impact of delivered features and guide prioritization decisions for subsequent sprints.

Content development for Walmart Fitness:

Content Strategy Development:

Objective: Development of content strategy and guidelines that aligns with Walmart Fitness Club's mission to provide accessible and engaging fitness resources to users, aiming to enhance user experience and drive platform adoption.

Target: Analysis of Walmart Fitness Club's target audience, including demographics, fitness goals, and preferences, to tailor content to their needs and interests effectively. The target market for the Walmart Fitness Club is fitness enthusiast and other Walmart customer.

Content Gap Analysis: Assessing the current content landscape and identify areas where additional resources, such as workout routines, nutritional guides, and wellness tips, can enhance the user experience and address unmet needs.

Content Planning and Ideation:

Content Calendar Creation: A comprehensive content calendar outlining weekly and monthly themes, including seasonal promotions, fitness challenges, and expert-led workshops, to maintain user interest and participation.

Content Ideation Workshops: Collaborate with fitness experts, nutritionists, and influencers to generate engaging content ideas tailored to the diverse interests and fitness levels of Walmart Fitness Club's user base.

Content Creation and Production:

Content Creation Guidelines: Establishment of guidelines for creating informative, engaging, and visually appealing content that reflects Walmart Fitness Club's brand identity and values, ensuring consistency across all communication channels.

Content Creation Workflows: Implementation of streamlined workflows for content creation, review, and approval, involving internal teams and external contributors to deliver high-quality content on schedule.

Content Production Tools: Utilize content creation tools and platforms, such as video editing software, graphic design tools, and content management systems, to produce a variety of multimedia content formats, including articles, videos, infographics, and interactive modules.

Content Distribution and Promotion:

Multi-Channel Distribution Strategy: Development of a multi-channel distribution strategy to disseminate content across Walmart Fitness Club's digital platforms, including the website, mobile app, social media channels, and email newsletters, maximizing reach and engagement.

Content Promotion Campaigns: Launch of targeted content promotion campaigns to amplify reach and engagement, leveraging paid advertising, influencer partnerships, and user-generated content initiatives to drive traffic and user acquisition.

Content Performance Monitoring and Reporting:

Performance Metrics: Define key performance indicators (KPIs) to measure the effectiveness of content marketing efforts, such as user engagement metrics, subscription rates, and customer feedback scores, tracking progress towards overarching business objectives.

Regular Reporting: Generate regular reports on content performance, analyzing trends, user behavior patterns, and feedback insights to iterate and optimize the content strategy iteratively, ensuring continuous improvement and user satisfaction.

Risks, impacts, and dependencies

Dependencies

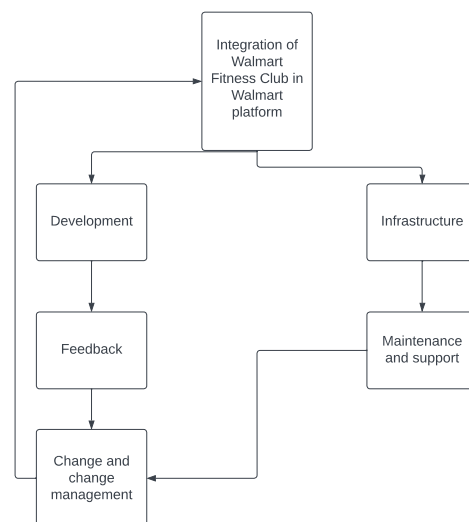
Walmart Fitness Club is dependent on technology and the Walmart app/website for its successful implementation and operation. Below are key dependencies:

- **Integration:** The core functionality of the Walmart Fitness Club relies on seamless integration within the Walmart app. Issues in integrating the fitness club features into the app can impact the launch and user experience.
- **Infrastructure:** The fitness club requires robust infrastructure, including servers, databases, and networking capabilities, to support its operations. Dependencies on the availability and reliability of app infrastructure are critical to ensure uninterrupted access to fitness services for users.
- **Maintenance and Support:** Once the fitness club is integrated into the app, ongoing maintenance and support are essential to address any technical issues, bugs, or updates. Dependencies on app maintenance and support teams are crucial for ensuring the continued smooth functioning of the fitness club features.
- **Content Creators:** Content creators play a pivotal role in developing engaging and valuable fitness content for the Walmart Fitness Club platform, including workout routines, nutritional guides, motivational content, and wellness tips. Content creators possess expertise in various fitness disciplines, such as personal training, nutrition science, yoga,

and meditation, enabling them to create diverse and informative content tailored to the needs and preferences of Walmart Fitness Club users. The project relies on collaboration with content creators to source, produce, and curate high-quality fitness content that aligns with Walmart Fitness Club's brand identity and user engagement objectives. The timely availability and contribution of content creators are critical dependencies for maintaining a dynamic and engaging content library on the Walmart Fitness Club platform, driving user acquisition, retention, and satisfaction.

- **Software Development Resources:** Software development resources are essential for the design, development, and maintenance of the technological infrastructure supporting the Walmart Fitness Club platform, including the Walmart app and website. Software development resources possess expertise in software engineering, mobile app development, web development, cloud computing, and database management, enabling them to architect, implement, and optimize the technical components of the fitness club platform. The project depends on software development resources to integrate the fitness club features seamlessly within the existing Walmart app ecosystem, ensuring a cohesive user experience across all digital touchpoints. Ongoing maintenance, troubleshooting, and updates of the Walmart app and fitness club features require the availability of dedicated software development resources to address technical issues, implement new features, and enhance performance.

Network diagram showing the dependencies of Walmart Fitness Club



Project and critical project risks

Risk Description	Impact	Likelihood of Occurrence	Mitigation Plan	Contingency Plan	Owner and Trigger
Technical Glitches	Potential delays in project milestones and delivery. Issues and glitches in the application level that might disturb users to use the features of the application.	High	Conduct thorough testing and quality assurance checks during development. Regularly review and address technical issues as they arise.	Allocate additional resources and time to address technical challenges. Implement a phased rollout plan to minimize disruptions.	Regular monitoring of technical performance and feedback from the development team, QA and product management teams.
Low User Adoption	Reduced engagement with the Walmart Fitness Club platform, leading to lower-than-expected subscription rates and revenue generation.	High	Implement a comprehensive marketing and awareness campaign to promote the Fitness Club to Walmart customers. Offer incentives and discounts to encourage sign-ups. Continuously gather user feedback and iterate on features to improve user experience.	Firstly, start with a soft launch of the product among stakeholder and introduce targeted promotional offers and partnerships to boost user adoption. Analyze user behavior and preferences to identify areas for improvement.	Owner: Marketing Manager Trigger: Tracking user engagement metrics, user enrollment metrics and collection of subscription fees through the users.

Integration Challenges	Difficulties in integrating the Fitness Club platform with the existing Walmart app and website infrastructure, leading to delays and technical issues.	Medium	<p>Conduct thorough compatibility testing and integration checks prior to launch.</p> <p>Collaborate closely with IT and development teams to address any compatibility issues or API conflicts.</p> <p>Develop clear communication channels and escalation procedures to resolve integration challenges promptly.</p>	Engage external experts or consultants with experience in platform integration if needed. Implement alternative integration solutions or workarounds to minimize disruption.	<p>Owner: Project Manager</p> <p>Trigger: Regular progress updates and integration testing results.</p>
Regulatory Compliance Issues	Failure to comply with legal and regulatory requirements related to data privacy, consumer protection, or content licensing, leading to fines, legal disputes, and reputational damage.	Medium	<p>Conduct comprehensive research on relevant laws and regulations governing digital fitness platforms.</p> <p>Establish internal policies and procedures to ensure compliance with legal requirements.</p>	Develop contingency plans to address potential compliance gaps or changes in regulations. Allocate resources for ongoing compliance monitoring and updates.	<p>Owner: Legal Team</p> <p>Trigger: Regular reviews of legal compliance documentation and updates on regulatory changes.</p>

Project level timeline

We planned a step-by-step procedure for launching the Walmart Fitness Club. To begin with the strategic mission and vision phase, scheduled from February 25 to March 30, 2024. The strategic mission and vision phase focuses on defining the overarching goals and objectives of the fitness club. Followed by the first step, the market and competitive analysis is the second phase, spanning from April 1 to April 31, 2024. The market and competitive analysis phase involve conducting thorough research to understand market trends and consumer preferences. Following marker and competitive analysis, the customer benefit package phase, scheduled for May 1 to May 30, 2024, focuses on developing tailored fitness tools, workout plans, and nutrition guidance to meet the diverse needs of Walmart customers. The service process design phase, extending from Jun 1, 2024 to Dec 30, 2024, encompasses the development of algorithms, workflows, and wireframes to ensure a seamless user experience. The subsequent phases involve service design and development, service encounter design, market introduction, and deployment, culminating in a marketplace evaluation scheduled from Jan 01, 2025 to Jan 1, 2026. This structured timeline delineates the key activities and milestones essential for the successful launch and evaluation of the Walmart Fitness Club, ensuring alignment with strategic objectives and customer needs.



Preliminary Estimate of Project Size

- **Research and Development:** The research and development (R&D) phase involves investing \$30.00 million in conducting market research, analyzing consumer trends, and developing the strategic framework for the Walmart Fitness Club.
- **Fitness Module Development in Walmart App:** This phase requires an investment of \$25.00 million to develop and integrate fitness modules into the Walmart app. This includes the development of workout plans, nutrition guides, and other fitness-related features.
- **Content Development:** Content development involves creating engaging and informative fitness content for the Walmart Fitness Club. An investment of \$40.00 million is allocated to this phase to produce high-quality content that resonates with the target audience.
- **Marketing and Promotion:** Marketing and promotion are essential for driving awareness and adoption of the Walmart Fitness Club. An investment of \$20.00 million is earmarked for marketing campaigns, advertising, and promotional activities to attract users to the platform.
- **Technology Infrastructure:** Building and maintaining the necessary technology infrastructure to support the Walmart Fitness Club requires an investment of \$5.00 million. This includes server infrastructure, software development, and IT support services.
- **Other Expenses:** Miscellaneous expenses, such as legal fees, administrative costs, and contingency funds, amount to \$2.00 million.

The estimated total expenses for the Walmart Fitness Club program range from 100 to 125 million dollar, considering contingency budget and potential variations costs. The initial estimate provides a comprehensive breakdown of the investment required to start the Walmart Fitness Club, covering various aspects such as research, development, content creation, marketing, and infrastructure.

References

Walmart. (2024). *Walmart*. Retrieved from Walmart: <https://corporate.walmart.com/about>