

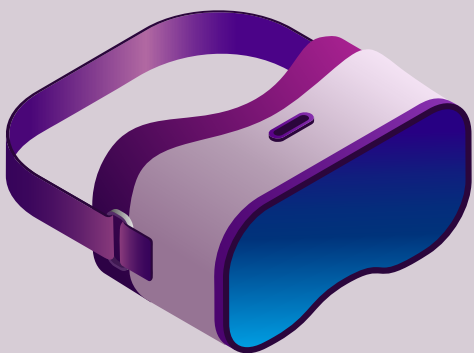
VIRTUAL REALITY (VR) IN BUSINESS

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WHAT IS IT USED FOR?

Training → Marketing → Product Design
→ Virtual Meetings

vr enhances real-time collaboration, simulates business environments, and engages customers with immersive experiences.



REAL-WORLD EXAMPLE: WALMART VR TRAINING

Walmart uses VR simulations to train over 1 million employees in areas such as customer service, crisis management (like Black Friday scenarios), and the use of new store technologies.

ONE ADVANTAGE

Effective Employee Training

BOOSTS
KNOWLEDGE
RETENTION

REDUCES
REAL-WORLD
MISTAKES

SAVES TIME ON
ONBOARDING



ONE LIMITATION

High Initial Costs : requires investment in:

- vr headsets & software
- content development
- technical support

MANY GLOBAL BRANDS (LIKE L'OREAL, BMW, ACCENTURE) ARE ADOPTING VR TO SHOWCASE PRODUCTS OR TRAIN STAFF VIRTUALLY.