Page references for the Walmart study cases

<https://www.projectpro.io/article/how-big-data-analysis-helped-increase-walmarts-sales-turnover/109>

<https://www.researchgate.net/publication/370576585_Business_Analysis_of_Walmart_-_Success_Factors_and_Challenges>

<https://www.researchgate.net/publication/370576585_Business_Analysis_of_Walmart_-_Success_Factors_and_Challenges>

<https://panmore.com/walmart-pestel-analysis-recommendations-case-study>

Walmart continues to withstand the potential negative effects of threats in the political, economic, sociocultural, technological, ecological, and legal (PESTEL/PESTLE) aspects of its business. However, this success requires continued evaluation of the retail industry environment. These PESTEL/PESTLE factors also change over time, thereby imposing challenges for Walmart. These changes may present threats or opportunities. The retail company must exploit the opportunities and protect itself from threats. In using the PESTEL analysis, Walmart leaders and managers can determine which factors to prioritize in strategy development.

<https://panmore.com/walmart-vision-mission-statement-intensive-generic-strategies>