Walmart corporate mission is to save people from spending much as a way of improving their lives. The mission aims at making people spend less which goes hand in hand with the company's slogan which states that save money live better. Through this statement, it is clear that the number one strategy that Walmart employs is the use of price as the point of attraction for its customers. Price minimisation has been one of the core competitive advantages and staged Walmart as the top global competitors.

Walmart fulfils its mission and strategy by offering products to its customers at a relatively lower price as compared to the same products bought from other stores. Through selling at a lower price, the consumers can save cash. However, despite all these, there are still questions on whether Walmart satisfies the better aspect of its mission. These questions arise due to the claims of low wages offered to its employees. In addition to the human resource management issues, there is also presumption on negative impulse on the long economic impact on sales of cheaply imported products.

Walmart has since developed policies, principles and rules to progress its strategy and ensure that it can measure its progress and plan. The plans help in promoting its culture as well. The first principle they developed is what is known as open door policy; this policy reinstates that the door of the manager is free for all their employees at all levels all times, this encourages positive relationship across the company increasing its productivity.

The second rule is sundown rule; this rule states that employees all the questions belonging to the customers should be answered the same day they are received. The third rule is called the grassroots rule where suggestions are captures from the sales floor and frontlines as they are get implemented. The last rule they use is known as the 10-foot rule where greeting, eye contact and offer help for any customer that comes within a 10 feet radius mile of their employees. Another vital factor in Walmart is known as Walmart cheer; this strategy is mainly used to lift the morale of the employees every morning before work begins. The idea was borrowed from a Korean manufacturing facility in 1975.

Walmart outsources some of its customers' demographics, when it comes to studying the customer behaviour and consumption patterns, through the use of modern technology, they seek technical experts to implement their enterprise resource planning to streamline their managerial operation without bottlenecks.

Walmart employs the use of big data to collect its data and analyze the transportation route for the supply of its products. The collected data helps them to find their customer taste and fashion, as well as make the pre-informed decision in case they want to launch a new product in the market. The data may help them study the patterns of their customers to improve their efficiency and delivery to their customers. Through us of big data, predictive analysis can get done and future risks estimated before they happen, this would form part of risk management.