Walmart

Student’s Name

Course

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City (State)

Date

**Walmart**

Walmart corporate mission is to saving 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 number one strategy that Walmart employs is the use of price as the point of attraction for its customers. Price minimization has been one of the core competitive advantage and staged Walmart as the top global competitors.

Walmart fulfils its mission and strategy through offering products to its customers at a relatively cheaper price as compared to the same products bought from other stores. Through selling at a cheaper price, the consumers are able to save cash. However, despite all these, there are still questions on whether Walmart really satisfies the live 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, (David, 2014) there is also presumption on negative impulse on the long economic impact on sales of cheaply imported products.

The organization clear definition of success entirely lies on consumer satisfaction. The main aim of Walmart is offer affordable products to its customers making them spend much less as compared to other competitors. Achieving this defines their success and progress. However, this kind of strategy has come under a lot of critic since the cheap imported sales has impacted on low pay to its employees, so even though there is customer satisfaction, there is a lot of human resource management issues that are at stake up to date.

Walmart has since developed policies, principles and rules so as to progress its strategy and ensure that it is able to measure its progress and strategy. The policies 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 open 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 being 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 important 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 behavior and consumption patterns, through the use of modern technology, they seek technical experts to implement their enterprise resource planning so as to streamline their managerial operation without bottlenecks.

Walmart employs the use of big data to collect its data and analyze the transportation route for supply of their products. The collected data helps them to find their customer taste and fashion, (Spectre, 2012) as well as make 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 so as to improve on their efficiency and delivery to their customers. Through the use of big data, predictive analysis can be done and future risks estimated before they happen, this would form part of risk management.

Bill Simon the president of Walmart recently made an announcement on the new leadership structure of that was intended to lead the company forward in the path of their predecessors. One of the key leadership factor that he reinstated was a paraphrase from Sam Walton that as a leader you always have the responsibility of finding ways to improve and not by setting our ways.

The leadership under the CEO has fostered great leadership arts, and has proposed new operating divisions’ which includes Real estate, Store operation and logistics which forms part of the three distinctive geographic business unit (Spectre, 2012).

Walmart’s board are effective, collaborative and have a seamless way of managing their operations, they constitute individuals with high work ethics and leadership qualities. The rule of open door policy has helped the board operation since they not only rely on their own decisions but gather and analyzes each of the decisions that are given by their employees.

Another factor that has helped the board have an effective operation is the policies that have been enhanced, this has made every employee responsible making the work of the board easy in terms of making oversight roles in company operation

Walmart has no clear succession plan services for the junior employees. However, there is a sense of promoting all the employees through succession expertise menu of their services, hence majority of the sectors are adopting the succession expertise in different sectors in Walmart. For the top management, however, the is a clear succession plan as revealed by one of the top management member. Walton family who are the major shareholders have been the major successors to the top position of the president.

Recently, however there has been an ongoing discussion on the proposal to have independent chairman or the president of Walmart. This was as a result of numerous complains about the treatment of the employees as suggested by one of the members. He says that it is shocking how something is terribly wrong with one of the richest family in America paying very little to its employees yet they cannot stand without the public assistance. However, Walton addressed the protesting group by saying that they are just a mere distraction to what the company is doing to the community, he went ahead to read a thank you note from a single mother for enriching her life

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