
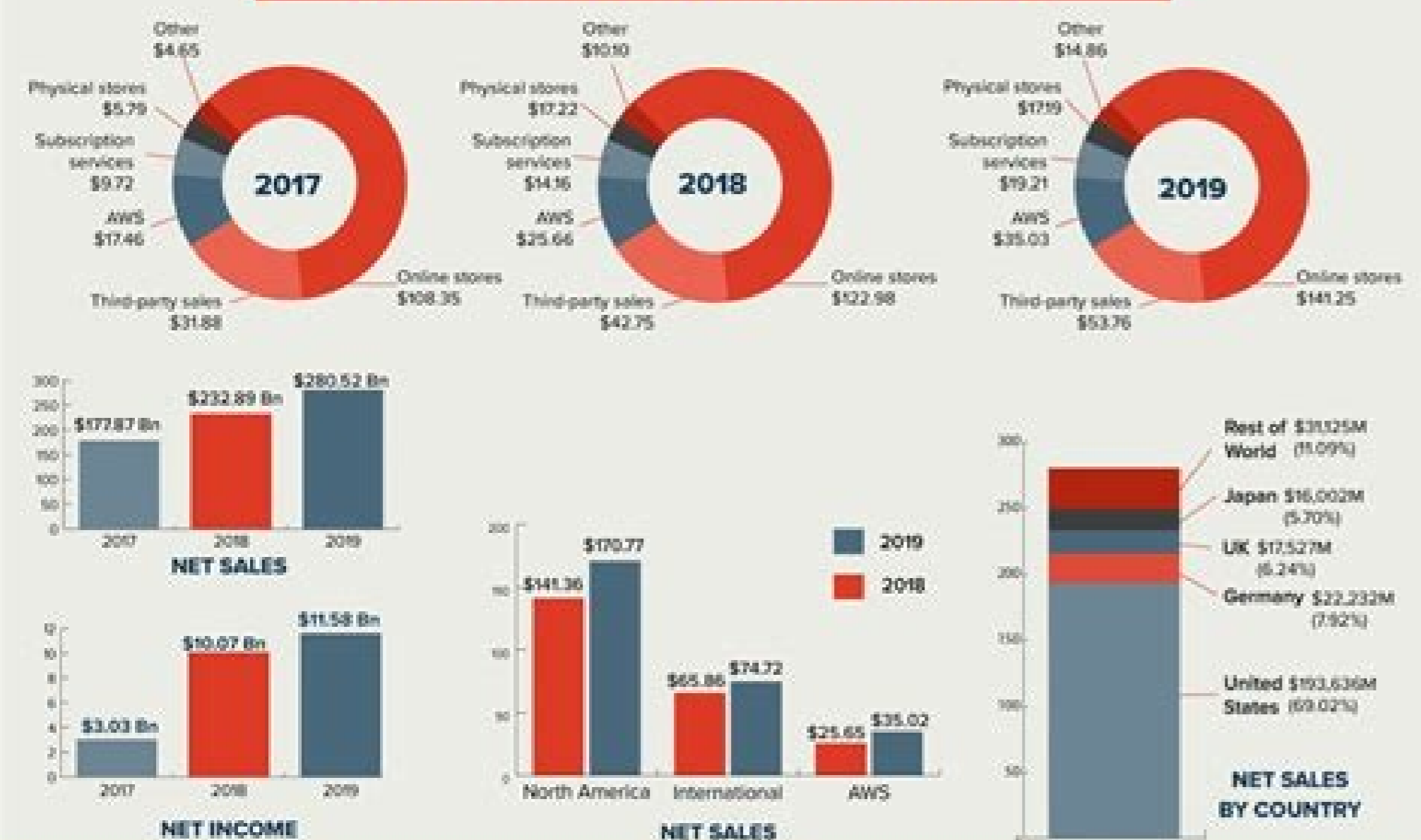


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How Amazon Makes Money

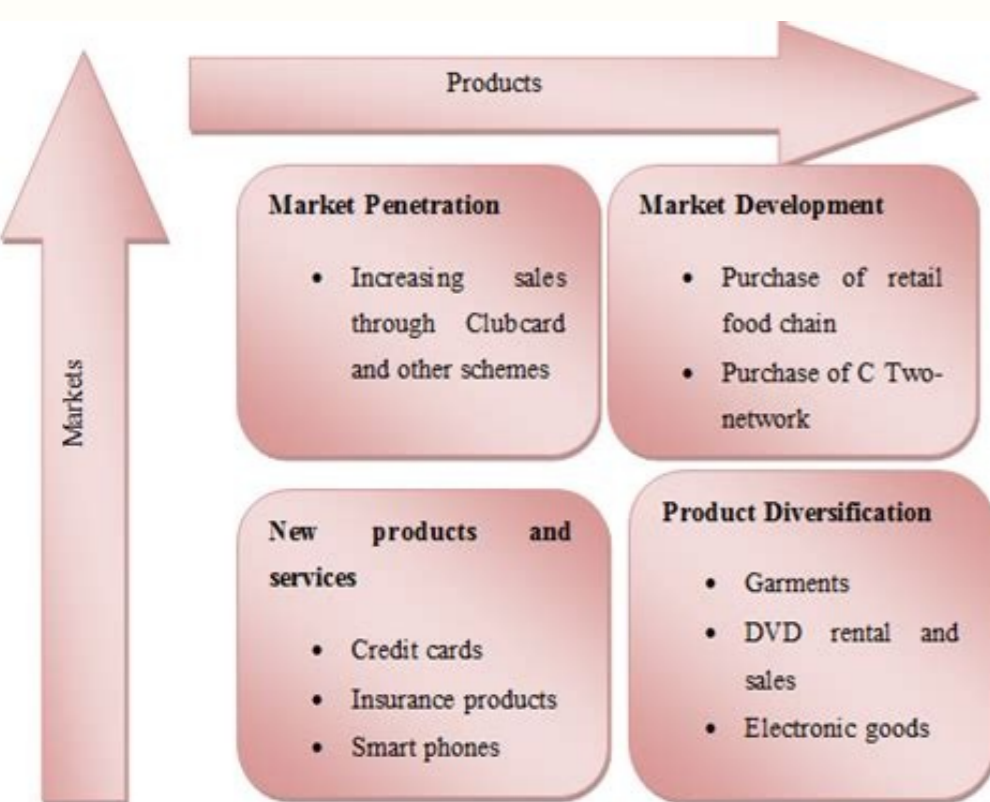


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Year	2017	2018	2019
Net Sales	\$177.87 Bn	\$232.89 Bn	\$280.52 Bn
Net Income	\$3.03 Bn	\$10.07 Bn	\$11.58 Bn



BCG Matrix

However, it is to be mentioned that just like any other company, Wal-Mart also has competitors that are relentlessly trying to secure a cut from its market share. Thin profit margins - Walmart focuses on a cost leadership strategy. Large workforce to support its services Weaknesses Lack of virtual presence in comparison to Amazon. Improving quality standards - Low-cost products render low quality sometimes. Companies: Walmart. It is highly empirical to keep in mind that BCG Matrix is the one that makes the best use of the resources to come up with a conclusion regarding the internal affairs. Expansion of business to global markets - Walmart needs to explore opportunities in developing markets to strengthen its position and increase market share. An effective HR system will prevent Walmart from any potential criticism regarding its workforce. Keeping a close eye on the competition, Wal-Mart itself also has come up with its own virtual shop, something from where people can buy their products by using any electronic device including PCs, smart phones, laptops, notebooks, tabs etc. Fake craft beer controversy - Walmart was sued for selling fake craft beer in 2017. It has excellent operations in all the locations. On the other hand, as far as the BCG Matrix is concerned, it goes deep inside the organization itself in order to identify the few sectors where the company is doing very well. Excessive dependency on the US market. More than 270 million customers visit Walmart for their purchases every week while many make online purchases through its websites. However, Amazon is known for its fast, effective, and organized website, making an excellent online shopping experience for customers. It sold T-shirts printed with the words 'Rope. Its global sales amounted to around \$120 billion compared to \$341 billion from the U.S. market. (2019, June 20). [4] Employee safety concerns - Walmart is being sued for disregarding safety measures during the recent health crisis leading to the death of two employees. Share your thoughts and experiences in the comments section below. Forbes Fitzgerald, M. It can be a threat to the company's future standing. Number of Walmart stores in China 2013-2020, by type. In 2019, it agreed to pay \$282 million to settle the bribery case. The current CEO of Walmart is Doug McMillon. Racially discriminatory practices - The recent racial inequality protests have put companies' policies under review. Some of the notable competitors of Wal-Mart include Amazon, Best Buy and Target. On the other hand, the super centers are the star for the organization which the company would like to hold onto. Is Walmart Recession-Proof? Journalist. Very strong distribution channels. Wal-Mart over the years has earned their reputation by cutting profit margin, ensuring cheap sourcing of products and nationwide availability of the retail stores in order to ensure customer convenience. The only difference is that BCG Matrix focuses more on the internal aspects of an organization, something that allows it to determine which products lines or services it should focus more on and the sectors that are already doing well and may not need excessive investments. Walmart's net sales worldwide from 2008 to 2020. There are over 60 million items available at the Walmart online store. Effective resource management - Walmart efficiently manages its resources including information systems, supply chain networks, distribution facilities, knowledge, and other skills. The recent events reduced in-store traffic and pushed Walmart to strengthen e-commerce channels leading to a drastic increase in online sales. Target, its direct competitor, offers similar products but with higher quality. This is followed by the matching stage where these information are used into the development of matrix like SWOT, BCG and Space matrix which allows an organization to come up with the best strategies that can be taken under consideration which is going to help it with the decision making process. SWOT Matrix Strengths Bring able to offer the lowest price than the market. This decision is taken based on the careful analysis of the data that has been gathered through their initial stage. [5] Overdependence on the US market - As of April 2020, Walmart has about 11,500 stores globally and 4,700 stores are located in the US. Walmart has the opportunity to enhance the quality standards of its products to address the health concerns of consumers. Gender discrimination - A lawsuit was filed against Walmart in 2007 that allegedly claimed gender discrimination in job opportunities at Walmart. It is highly empirical to keep in mind that when it comes to strength, identification of strongest points for an organization serves two purposes. The strategy formulation analytical framework works with three different stages including the input stage, matching stage and the decision is making stage. CNBC Acharya, B. As it highly relies upon its workforce, bringing innovation in its human resource management is a crucial opportunity. Bringing advanced improvements in global supply chain and distribution network - It will fortify its vast retail empire. Being headquartered in Bentonville, Arkansas, the company is currently the leading employer in the United States and has many outlets in different countries as well, making it one of the largest multinational entities in the corporate histories. According to Forbes Global 2000, Walmart is ranked 19th globally and is the largest public company in the world in terms of sales with a whopping \$524.40 Billion in revenue for FY2020. India's Flipkart to raise \$1.2 billion in Walmart-led funding. Low wages, inadequate healthcare, and poor working conditions are few of the issues that have been publically criticized. Upgrading its online e-commerce sites. Imitation - Walmart's business model can be easily copied. Key facts about Walmart SWOT Analysis of Walmart Following is the Walmart SWOT analysis: Walmart's Strengths - Internal Strategic Factors Brand recognition - With millions of customers visiting Walmart every day, it is the most recognized retail brand in the world. For 50 years, it has now grown into the largest retailer with over 11,200 stores in 27 countries and websites (e-commerce) in 10 countries. First of all, it was necessary for the company to make sure that it has a very clear idea about the areas where it has strength and the sectors where it is not so strong. Additionally, these companies have a relatively good reputation for treating their employees well compared to Walmart. Walmart makes run to all-time highs amid coronavirus market plunge. Wal-Mart is world's largest super shop chain which is renowned for offering a wide range of products for a very affordable price to the customers. This makes way for the organization to have a very clear picture of where it actually stands in the competition and what are the business sectors of the company that are performing better. Walmart needs to resolve technical issues that hinder the websites' progress and offer a satisfying shopping experience for the customers. Just like any other retailer, Walmart is not immune to economic uncertainties. Negative image regarding wages and unionization opportunity for the workers. The future threats should also be taken into account so that the company can come up with preemptive measures to safeguard itself. Walmart sued by the family of worker killed by coronavirus. 1% of America's working population is employed at Walmart as per Business Insider. Walmart can strengthen its online sales channels to exploit this opportunity. Walmart should also play an active role in environmentally sustainable practices to create a positive image in the industry. First of all, it allows the company to reduce unnecessary investments in that sector since it is already doing well. [6] Negative publicity - Walmart's reputation was tainted by the allegation of bribing foreign officials in Mexico, China, and so on. Human Resource Management - Employees are the key assets of Walmart. [1] Global expansion - Walmart has recently purchased ASDA, the UK based retailer and Indian e-commerce giant Flipkart. Global presence - As of May 2020, Walmart has 11,484 stores and clubs operating in 27 countries under three business segments: Walmart U.S., Walmart International, and Sam's Club. Walmart's international stores operate under 56 different names and have enabled the company to expand its global presence and increase sales. However, Walmart overturned the controversy claiming that the T-shirts were sold by third-party sellers on Walmart's Marketplace instead of Walmart itself. Reuters Lange, C. Walmart makes a new push into healthcare with the insurance business. Reuters Burke, M. A primary target of competition - The world's largest grocery retailer, Walmart is always a primary target for competitors. (2020, July 8). It is important to keep in mind that, when it comes to the strategy formulation there are various factors that had to be taken into account as far as Wal-Mart is concerned. [10] Trade tensions - Walmart operates in 29 countries across the world and a total of 438 stores in China as of January 2020. Acquisitions of small companies can also be a profitable opportunity for Walmart. Statista Tell us what you think? Female employees are discriminated in regards to promotions and pay scale as per this lawsuit. 'Some Assembly Required'. In the input stage, mainly the information are gathered and carefully analyzed through the use of CPM, EFE Matrix and IFE Matrix along with other tools. (2020 June 11). An Overview of Walmart Everyone's favorite big box store. Walmart is the world's largest retail corporation that sells everything from groceries to musical instruments. As a global company, it is exposed to the trade tensions and can be affected by the tit-for-tat tariffs between China and the US. Walmart needs to enhance its online selling website and include only authentic products to prevent further public criticisms. [9] Walmart's Threats - External Strategic Factors Impeach 45 Controversy - Recently, Walmart was publicized for "Impeach 45" controversy. The products are not listed in an organized way on the website, and it runs slow. Enhancing human resource practices - Bringing advanced improvements in human resource practices can be a favorable opportunity for Walmart. Large span of control - Its highly extended size and massive span of control could leave Walmart weak in some areas. So in a way, it can be said that the analysis of the SWOT matrix is highly empirical to make sure that the company is being able to develop its business strategies in a way that would allow it to grow even bigger with regards to competition. (2020, April 7). [7] Walmart's Opportunities - External Strategic Factors Expansion to other markets - Walmart can gain the opportunity by expanding its business to the markets which are not yet ventured. Walmart to stop keeping 'multicultural' beauty products in locked display cases. [11] Swot analysis of Walmart Recommendations Following recommendations are given through which Walmart can improve its weak points and strengthen its market position for the future: Improving its HR management standards and resolving the employees' issues. It is the growing neighborhood market that the company may have to focus on since there is great opportunity for increasing revenue share. Similarly, Costco offers customers to buy items in bulk. (2020, April 30). In July 2020, Walmart announced that it will lead a \$1.2 billion investment in its e-commerce unit Flipkart based in India. Besides, it has created a joint venture with India's biggest retail store Bharti. Read the article and get a detailed sketch of this retail giant through the SWOT analysis of Walmart. Did you find this article interesting? Walmart was forced to eliminate this discriminatory practice but the anger is still high among people of color. It results in thin profit margins for the company. Rejection by the customers for failure to comply with regulations to provide better working environment for the workers who are the main source of Wal-Mart products. Strong sourcing of products through vendors. From that perspective, it can be said that SWOT Matrix is one of the most effective ones to help Wal-Mart to determine the sectors that needs more investments and those who can continue to operate well without much

cash incentive. Political and legal Issues – This is also a threat to Political and legal affairs can always hinder the company to operate in some countries. This is very much relevant to the strength and weakness sector of the organization. It uses Information Technology (IT) to efficiently monitor the performances of every product in each store in each country. The company has one of the strongest supply networks, allowing it to slash costs even more. And lastly, the decision making stage mainly stresses on the final decision that has to be taken to come up with the best output. NBC O'Connell, L. Tree. The BCG Matrix therefore can be described as a very effective process of implementing business strategies for an organization. The company recently announced that it has created an insurance agency called Walmart Insurance Services LLC in its latest push into the healthcare space. [2] 'Every Day Low Prices' strategy – Walmart is based on economies of scale agenda that's why it can offer low prices. Threat of new competitors and ability of innovation by the close competitors. Strong market power over suppliers and competitors – Its large organizational size and global reach have made Walmart capable enough to exercise market power over suppliers and competitors. These global expansions have proven to be a great success for the company. It has fixed costs for thousands of products. In addition to that, the SWOT matrix helps an organization to understand how it can expand its business network more efficiently so that it can increase its profitability which can be understood by the analysis of the opportunities. Effective adoption of e-commerce – In Q1 and Q2 of 2020, Walmart's sales increased to an all-time high. Statista Debter, L. Boosting marketing and promotional activities – it will help the company to enhance its brand image and attract new customers. It hugely invests its time and money in developing and managing its employees. Strong online sales combined with in-store sales and increased Walmart's total sales to record highs. In June 2020, anger was focused on Walmart's policy of locking multi-cultural hair care products behind the glass while the products for whites are not locked. Opportunities Scope of market expansion in other countries with particular focus on Asia and Africa. Threats The threat of worker strikes due to poor working condition. Scope to invest in new product opportunities to expand market share. GLOBAL 2000: The World's Largest Public Companies. Global supply chain and logistics system – The distribution and logistics systems are the core competencies of Walmart. The company doesn't own any specific competitive edge over its rivals except its huge business size. Mostly, the company depended heavily on in-store sales. [3] Walmart's Weaknesses – Internal Strategic Factors Employee treatment and working conditions – Walmart has received criticisms and lawsuits several times regarding its workforce. Economic uncertainty – Retailers are highly susceptible to an economic downturn. Walmart started as a single small discounted store in 1962 in Arkansas. (2020, July 14). However, in comparison with Wal-Mart some of its closest competitors are lagging far behind. Though it was made by WX Brands, the beer was labeled and marketed as 'Trouble Brewery,' a non-existent production company. In the recent times, Amazon brought revolutionary changes to the world of retailing by introducing virtual shops from where people can buy their products and get them delivered at their door step. Forbes Forbes Ranking (2020, May 12). Small-scale online e-commerce companies – Many small-scale and individual online selling companies have entered the market offering similar products at similar prices on their websites. (2020, March 18). Technical issues on the website – Customers have complained many times that there are some technical issues with Walmart's website. It can expand health care services to exploit the demand in the sector. Addressing the controversial issues as quickly as possible. Walmart Will Cough Up \$282 Million To Put Years-Long Bribery Investigation Behind It. Forbes Ravikumar, S. Thus, it's one of the cheapest shopping places in the world. Here we can see that the company is doing well with the international market so there is a good opportunity for Wal-Mart to expand through globalization even more to increase its profit share. These may include China, Middle East countries, and Latin America. References & more information Murphy, A. These shirts claimed to imply promotion of violence. In conclusion, it can be said that as far as decision making for Wal-Mart is concerned, the second stage- the matching stage can be described as the most vital one which helps with the decision making process. 24/7 Wall Street Blazyte, A. (2020, March 19). Strategic alliances – Walmart has the opportunity to create strategic partnerships with major firms or merge with other global retailers. On the other hand, it also helps the company to utilize the strength to overpower the weaknesses. (2020, April 2). Reuters Sebastian, A. Strengthen online sales – The number of consumers shopping online has increased drastically in the recent past. [8] Expand health care services – Walmart is already engaged in health care services and operates four health centers in the United States. (2020, May 13). Company: Walmart/CEO: Doug McMillon Year founded: 1962/Headquarter: Bentonville, USA/Number of Employees (2020): 2.2M Public or Private: Public/Ticker Symbol: WMT/Market Cap (July 2020): \$295.78 Billion/Annual Revenue (FY 2020): \$524.40 Billion/Profit [Net income (FY 2020)]: \$14.9 Billion Products & Services: Retail | Money Services | Health Services | Pet Services | Product Services | Registry Services | Auto Services | Business Services/Competitors: Target | Amazon | JC Penney | Best Buy | Kroger | KMart | Giant Eagle | Ikea | Ali Baba | Home Depot | Lowe | 7 Eleven | Walgreens | CVS Fun Fact: Did you know that Walmart makes a profit of \$1.8M every hour? Both companies are also publicly supported in these areas.

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