

Walmart

Business, Management



Walmart Walmart is one of the largest companies in the United States that deals with chain stores that provide services with their daily requirements. The retail store has helped many people in modern times for it is relied on for the provision of some commodities not easily found in other stores. The pricing of the commodities is attained after the management of the company with collaboration with vital shareholders holds meetings. In the meetings, they discuss the manner in which they can gain profit and retain their customers. In contemporary times, changes in technology have seen to it that people have had the ability to shop for their favorite commodities online (Angwin & Mattioli). If Walmart adopted the method of posting their commodities online and then altering the prices of the commodities dynamically, it will change the customer value proposition. The reason for the loss is because many times the prices tend to increase rather than decreasing and this factor makes customers shy away from purchasing on the company's website. It is thus not advisable for Walmart to adopt this pricing scheme.

Cost leadership strategy is one aspect that has assisted Walmart in attaining its current leadership position in the retail sector. If the company engages or rather incorporates this pricing model, it will slip from the top ranks that it enjoys in the market and this is because it will gain less profit from the customers and the later consequent of this is going bankrupt. The best strategy for the company to operate on is maintaining the present pricing model.

Work Cited

Angwin, Julia and Mattioli, Dana. Coming Soon: Toilet Paper Priced Like Airline Tickets: The Wall Street Journal. 2012. Print.