

Proposal memo

Business



Dr. John Waltman HERE 6/27 Walmart Proposal and Analysis Dr. Waltman,
The purpose of this particular proposal will be to seek to engage the reader with a better and more complete understanding of some of the realities that face the Wal-Mart Corporation within the current era. As a function of seeking to analyze any corporate entity with regards to the factors affecting it on an external level, it is necessary to engage in a PESTEL analysis. Within such an understanding, it will be the intention of this research proposal/memo to seek to investigate some of the following areas with regards to the external factors impacting upon Walmart:

The means by which the firm is seeking to integrate in other nations and operating within a litany of different political environments

The shifts in the global purchasing power that has occurred since the global financial collapse of 2007/2008

The way in which the Walmart Corporation has sought to lesson the negative impact of brand image that has so pervasively affected them within certain demographics

The means by which Walmart has sought to leverage the technological revolution to present its goods and services to an entirely new client base via their website

The means by which Walmart is engaging with environmental issues, both as a means of boosting its overall image, and as a means of affecting a change with regards to the way that it has traditionally engaged in business

A discussion and analysis of some of the more salient and pertinent legal issues facing the retail giant

It is the hope of this author that by engaging in each of these forms of analysis, the research will be able to provide a clear and definitive

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understanding of some of the changes that are currently being effected with regards to the way in which the entity in question engages in business and seeks to promote itself and its business model to new clients and into the future. The overall timeframe that the project will analyze will be within the past 4 years; also reflected in the up to date nature of the data sources which have been utilized to inform this piece (presented below).

With your approval, this project will continue and seek to leverage the resources that have been provided in the appendix as a working bibliography/reference list as a means of drawing a further level of analysis upon the subject matter that has thus far been introduced and briefly discussed.

References

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