

# Walmart internal analysis



**ASSIGN  
BUSTER**

The paper “ Wal-Mart’s Internal and SWOT Analysis” is a brilliant example of a case study on business. Wal-Mart Company is comprised of a combination of tangible, and intangible assets. The company is found globally and that has helped the company to maximize its market share. The different locations have also added to more tangible assets for the company. The assets have to be attained by the company so as to ensure that the various departments run as required. The expansion of the company has lead to the expansion that is rapid in terms of land, and other assets that are related to the company.

Another resource that is beneficial to the company is access to cheap labor and raw materials for the company. Different locations usually have different laws that govern labor issues. That implies that there are some regions that will employ lower wage rates as compared to other regions. That is beneficial to Wal-Mart because the profit margin of the company will increase. There are some regions that also have cheaper raw materials. That means that the cost of sales would reduce, and that will add to the profitability of the company.

Wal Mart Company also has a number of intangible assets that give a competitive advantage to the business. The company has a reputation that is associated with products that are of high quality. The good reputation will add on the goodwill of the company and that would be advantageous in the running of the company operations. Quality products will lead to the emergence of brand royals. Brand royals will always prefer the products that are sold by Wal-Mart and that usually adds on the profitability of the company. Wal-Mart has a management team that carries out its responsibilities in a manner that is useful in selling out the name of the

company. The management team usually equips the company with the ability to coordinate activities that are decentralized in many locations. That ability creates organizational value.

#### Value chain analysis

A value chain is used to describe a way in which the activities of a business can transform inputs into outputs. A customer usually gets the value from low costs, differentiated products, and the customers accessing their services within the speculated time period. Wal-Mart has the ability to meet the needs of the customers quickly and with convenience. The company has many stores in many locations and that has made it possible for customers to access the products sold by the company with ease. The accessibility of the company products by the customers of the company is strong and that can be used as a competitive advantage over the competitors to the company (googlefinance. com).

The company tries to lower its costs by using improved processes. The processes used should be efficient enough to ensure that there are no extra costs that are incurred as a result of activities that are inefficient. The company also differentiates its products. The products are differentiated according to location and the economic strength of the residents. The company also has a way that ensures that customers get access to their products within the required time period and in the required duration. The company also has a feedback system that ensures that customers are able to air their views in regard to the operations of the company.