

Analyze the degree of alignment between the walmarts stated values and the organi...

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Analyze the degree of alignment between the Walmart's d values and the organization's actual plans and actions Walmart wants the world to know that it is a values-based and ethically-led company with three underlying beliefs which include respect for the individual, service to its customers and achievement of excellence (Walmart, 2013). These beliefs led the company to develop ultimate vision to promote ownership of Walmart's ethical culture to its stakeholders across the world.

Walmart's actual plan is not new to perhaps many people who come to know its service and product offerings. The organization continues to pursue low prices and high customer service as stated in its marketing proposition "Save money. Live better" (Scribd Inc., 2013).

It is therefore evident that the firm tries to take the plunge into competitive retailing in order to take its portion in the competitive advantage. With its strategy for overall cost leadership, Walmart is able to keep its promise for low-price products and other related offerings. It therefore gives high value to its customers in a way that their satisfaction for low-price products are tantamount to the savings they would incur. As a result, Walmart has become one of the leading retail stores across the world that enjoys the associated competitiveness linked up with their plans that are put into actions.

Walmart therefore is making sense by establishing its fundamental culture by embracing high value for implementing ethical standards. This would ensure that its human resource and other stakeholders would be able to work in a way that they will produce outcomes that in the long run would add up to actual placing of value for their products, services and above all, their

customers.

The degree of alignment between the Walmart's stated values and the organization's actual plans and actions is therefore evident. It make sense to align values or cultures and the firm's actual plan in its strategic retailing activity based on Walmart's case.

References

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Walmart. (2013). Statement of ethics. Retrieved from: <http://ethics.walmartstores.com/StatementOfEthics/BasicBeliefs.aspx>