

# [Workplace observation paper](https://assignbuster.com/workplace-observation-paper/)

Wal-Mart uses its Connect portal for its employees to sign in and keep up with the latest news in the company. User and password are required to access the site.   
The Netscape logo that appears upon arriving at the sign in page suggests that this site   
Would be best viewed using the fairly unpopular browser. Others are compatible to a   
point, as some functionality of the site may be limited. The portal does indicate an   
attempt to increase employees’ sense of belonging. Wal-Mart previously did not   
encourage employees to speak out about their working experiences with the retail giant.   
Walmartfacts. com is now available for employees to post their positive experiences.   
Where Wal-Mart fails in communications is in addressing the negative issues, the   
subjects that have brought about all the negative headlines. The retailer is still reluctant   
to meet with union leaders in communities where it has proposed new store locations.   
Edd Snyder, executive director, corporate communications, at GM, offers advice that   
counters avoidance of opposing groups. “ You must find some common ground. The idea   
is to bridge [differences] and talk and be in constant communication with the other   
organization. Find common threads” (Frank, 2005).   
The corporate culture at Wal-Mart is very different from the individual cultures   
In each store location. Every community has its own set of values or standards. Some   
are more blue-collar oriented, while others are more white-collar with higher levels of   
education. The low cost strategy, which many critics believe has ignored environmental   
and human rights issues does appeal to those who are price conscious. Wal-Mart’s   
mission statement includes “ our fist responsibility is to provide all consumers (1) the best   
products and services with guaranteed satisfaction under one roof” (uwstout. edu).   
Wal-Mart follows through on this promise, by providing securing relationships with low   
cost suppliers and manufacturers.   
Wal-Mart’s mission statement includes phrasing about providing equal opportunity   
For everyone. Yet it has been named in a class action suit due to possible sexist   
promotions activities, in which women rarely become managers. Even though I live in   
a mid-sized city with residents of many different races and ethnic backgrounds, I rarely   
see employees of any race other than Caucasian. Not only is Wal-Mart criticized for its   
failure to promote qualified women, it fails to show how diverse its workforce can be. I   
have visited four Wal-Mart locations within fifteen miles of my home. I have yet to   
deal with or witness a manager who is not a male caucasion.   
Failing to promote women and hire minorities is harmful to the workplace   
environment. Not only does this send a message to employees that the retailer does not   
value diversity, it can create a hostile environment for minority customers as well. The   
unspoken message can generate fear, hatred and unfair or unwelcoming treatment. Even   
if racist or sexist words or language are not used outright, the attitudes may still be   
encouraged. Dress at Wal-Mart is casual with the blue aprons worn by many customer   
service employees. Even those working in electronics wear the blue shirt at minimum.   
This does foster a sense of belonging or teamwork, though it also ignores the individual   
employee.   
Wal-Mart uses the latest information gathering programs at checkout, to obtain   
demographic information of its customers. Even though zip code is the only information   
typically requested of customers, the system tracks which products are purchased, which   
helps reduce overstock and streamline supply chain activities. Wal-Mart online stores   
offer similar products to those in the traditional stores. At times, it offers more selection,   
with special pricing for online purchases. Wal-Mart takes advantage of current computer   
technology, including shopping cart, to bring its customers the lowest prices. In one way,   
it encourages the purchase of house wares or household items online over in-store   
purchase. However, grocery items and lower priced products such as office supplies are   
less costly to purchase offline, as shipping costs add quite a bit to the price of such   
products. It almost appears as if the retailer is attempting to create two different and   
distinct groups of shoppers. One is the group of technological or web savvy shoppers   
purchasing larger ticket items, whom the retailer would rather not deal with in person.   
The other is the grocery and sundry shopper who enjoys the one stop shopping convenience.   
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