

Walmart (growth strategy)

Business



Walmart's growth strategy Walmart has been suffering a decline in its sales not only in the US but in the international markets as well and in line with these declines has come up with several growth strategies to explore. The first of the growth strategies is using different mobile apps to lure customers back to their stores as well as make their shopping easier, quicker and they can track it electronically. They have been experiencing drawbacks in some of the apps in some states but are still developing more depending on customer reviews.

The other huge growth strategy is on ways to sustain the international markets in their stores in China, Brazil and Mexico. It has started doing this by seeking investors in those nations as well as utilizing e-commerce to compete with other businesses as well. The strategy may take a while but it is on the right path according to the leaders in charge of the international markets (Banjo, 2014).

Lastly, there is the ecosystem growth strategy that is aimed at linking the Walmart supercenters with their smaller stores and even offers delivery after ordering through the mobiles (DePillis, 2013). This will compete with the dollar stores and ensure to retain their customers in the lower chain while not compromising their high-ended customers. This is also still in the initial stage of development but it sounds like a growth strategy that will bring them back into the limelight and help bring up their sales once again.

Work Cited

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