

# Soot analysis of wall- mart

Business



Wall-Mart Case Study It opened In 1962 by Sam Walton, Wall-Mart has become the largest retailer In the united States, and with over 3, 300 stores Wall-Mart continues to be successful. Under his successor, CEO David Glass, the small discount store chain started in Arkansas has become one of the largest corporations in the world.

David Glass lays out the philosophy: “ we approach this new and exciting decade of the ass’s much as we did in the ass’s focusing on only two mall objectives, (1) providing the customers with what they want, when they want It, all at value, and (2) treating each other as we would pop to be treated, acknowledging our total dependency on our associate-partners to sustain our success. ” This statement by Glass shows that Wall-Mart has devised a plan in order to maintain its high ranking in the retail business. The question becomes, can Wall-Mart continue to expand and succeed in an increasingly hostile retail environment?

I will discuss the external stakeholders? 2) Do a SOOT analysis of Wall-Mart. What are the company’s distinctive competencies? 3) How would you describe Wall-Mart’s “ Grand” strategy for the next decade? In terms of Porter’s energetic strategies? Stakeholders are the persons, groups, and institutions directly affected by an organization’s performance. Some external stakeholders for Wall-Mart include the following: 1) Customers: specific consumer or client’s groups, individual, and organization’s goods and/or use Its services.

Wall-Mart has grown by paying careful attention to Its market niche of customers looking for quality at a bargain price. ) Suppliers: specific

providers of the human, Information, financial resources, and raw material needed by the organization to operate. Wall-Mart also has an online system with its suppliers. 3) Competitors: specific organizations that offer the same or similar goods and services to the same consumer or client groups. Target and K-Mart are Wall-Mart's major competitors.

A Company has an obligation to act in ways that serve both its own interests and that of its stakeholders. This is known as corporate social responsibility.

A SOOT analysis examines organizational strengths, weaknesses, environmental opportunities, and threats to that company. A major goal is to try to identify core competence in the form of special strengths. Core competencies can be found in efficient manufacturing technologies, special knowledge or expertise, superior technologies, or unique product distribution systems. First, looking at the Internal assessment of Wall-Mart, I find the following strengths and weaknesses: Strengths: Wall-Mart has a great reputation.

I feel like all my basic shopping needs can be met at their stores without dealing with the high prices of other stores.

Wall-Mart believes that by lowering the markup, they will earn more because of increased volume, thereby bringing consumers' added value for the dollar everyday. The U. S. A.

" buying program produced controversy when NBC news programs found clothing that had been made abroad on racks under " Made in the U. S. A. " sign in 11 stores. In addition, the program showed a tape of children sewing

at a Wall-Mart supplier's factory in Bangladesh. An external assessment of Wall-Mart would include the following opportunities and threats.

Opportunities: Wall-Mart has gained a competitive advantage in the speed with which it delivers goods to the customer.

Given that a typical Wall-Mart store contains more than 70, 000 standard items in stock, these innovative devices help to keep up-to-the-minute track of the inventory, deliveries, and backup merchandise in stock. Because of the innovative technology that Wall-Mart has already attained and will attain in the future gives Wall-Mart the competitive advantage. Threats: Wall-Mart faces stiff competition from old and new competitors alike. Privately owned Meijer, is one of the 16 fastest growing companies in the country and the nation's fifth-largest discount retailer.

I believe that Wall-Mart has the core competencies that allow them to be better than their competitors. It is almost impossible to duplicate what Wall-Mart has to offer. Only for extra exposure and well depth into this case study I have added what Mr.. Porter would think about Wall-Mart.

Mr.. Porter's competitive strategies model offers an alternative that gives special attention to the organization's current and potential competitive environment. From Porter's prospective, a good SOOT analysis begins by examining these competitive forces in an organization's environment.

This provides a Ramee of reference for further assessment of organizational strengths and weaknesses.

Wall-Mart is now made up of five retail divisions: Wall-Mart, Wall-Mart Superstructures, Cam's Club, Bid's Discount City, and an International Division . In conclusion, Wall-Mart is doing beyond an exceptional Job in creating and maintaining one of the biggest corporal giants in the world. I believe with further future innovation Just to keep up with the times Wall-Mart will be more successful than it already is. If any suggestions should be made to Wall-Mart, the only one to be thought of would be to keep up the " Good Work".