**Marketing Plan Analysis and Presentation: Part 1 – Research Template**

**Directions:** Visit the website for the company you have selected and obtain a copy of the annual report. Locate three to five additional resources that will provide data and information related to the brand story; the company vision, mission, and marketing objectives; and strategies and tactics the company is currently using to meet the marketing objectives. You will also use this information to complete a SWOT analysis. Apply your research findings when completing each item below.

**Company Name:** Wal-Mart Inc.

**Brand Story:** In 250 words, provide a thorough description of the company and brand. Reference and cite your research sources within the summary.

Wal-Mart is known as one of the largest retailers in the globe today, with millions of workers around the world. This company has a presence in several countries around the world. The firm, as it is known nowadays, originated from Sam Walton’s idea and goals for creating a significant value and customer service. Walton had a firm belief in leadership through customer service. It is this belief that drove the firm’s evolvement into the modern Wal-Mart Inc. While it has thrived for five decades, since its inception, its history is knotted to Walton’s story. Besides, the future of this firm will equally be rooted in Walton’s values and principles. In other words, the firm’s history is more than the stores that have been built, customers served, and partnerships developed. With annual revenue of 514.405 billion dollars, Wal-Mart is a market leader in its market (Wal-Mart, 2019). Having started as a single discount store and with a simple idea of providing goods at lower prices, the organization has grown tremendously. In the same period, the firm had a total of 510.3 billion dollars in net sales. More than 200 million customers visit Wal-Mart’s stores, which are spread across 27 countries (Wal-Mart, 2019). There are more than 55 different banners around the world. Besides, this organization is divided into four broad and reporting segments. It has a huge distribution system and a fleet of more than 6000 trailers, with more than 7000 drivers (Wal-Mart, 2019).

Its international segment is tasked with tracking Wal-Mart’s global progress and expansion policy in the 27 countries it operates. Its ecommerce section is also the most thriving division, with slew technologies, concepts, and strategies. Its initial ecommerce initiative began in 2000 by designing the Wal-Mart website (Wal-Mart, 2020). In 2007, taking adverse of its physical stores, the company launched its site, allowing customers to purchase their goods online. By the end of 2016, Wal-Mart had formed several strategic alliances, such as collaborating with JD.com. Since 2017, the company has launched numerous free shipping options and undertaken countless acquisitions. As outlined in the company’s 2019 annual report, Wal-Mart does its business in three strategic product units, such as health and wellness, general merchandise, as well as grocery. The health and wellness unit deals with products such as clinical as well as optical services, among others. The general unit deals with products, such as entertainment, news, and gear, among several other products. Under the grocery unit, the company sells full-line groceries, such as deli, dairy, meat, and organic items, among others.

**Company Vision:** Wal-Mart’s vision statement demonstrates that the organization strives to be the destination for consumers to save money; no matter how they shop (Wal-Mart, 2020).

**Company Mission:** Wal-Mart’s corporate mission statement states that the company always strives to save customers’ money so that they can lead better lifestyles (Wal-Mart, 2019).

**Company Marketing Objectives:**

**Company Marketing Strategies and Tactics:** In 250 words provide a high-level summary of the strategies and tactics the company is currently using to meet its marketing objectives. Include discussion about the market and consumer data that was used in formulating the strategies and tactics. Reference and cite your research sources within the summary.

About the firm’s marketing tactics and strategies, it performs its business in a stiff environment, with various competitors. In its industry, several businesses utilize various tactics and strategies to remain in competitive in the market. With such extreme rivalry and competition in this market, Wal-Mart has strived to use the best strategies to stay ahead of other businesses. For instance, Wal-Mart often employs a cost leadership tactic to reduce costs across its different locations. It marketing strategy focuses on ensuring organic growth across the world while optimizing its shareholders’ value. It competes with firms, such as McDonalds, Whole Foods, and Home Depot, among other companies. All these competitor firms exert significant pressures on Wal-Mart, pushing it to re-invent new strategies. It also uses the four elements of marketing mix to create successful marketing strategies (Wal-Mart, 2019).

With the product aspect, Wal-Mart sells nearly everything, making it the most preferred retailer in the globe. It further sells its products at relatively cheaper prices compared to its competitors. Its broad range of branded items also features high quality and customer preferences. The company has equally maintained an outstanding value for all its customers. However, its corporate culture has always played a significant part in supporting the company’s strategic management and business operations. Under the price element, Wal-Mart has adopted an Every Day Low Price, also known as EDLP. In particular, selling its products at low prices has been Wal-Mart’s cornerstone in creating success. It also employs market oriented price strategies in various markets for different products. Under the place element, Wal-Mart’s distribution system is efficient because it has helped it to remain at the top of its game. The company has thousands of fleets and drivers, all distributed across its 26 destinations around the globe. Wal-Mart similarly uses aggressive promotional strategies, including sales promotions, advertising, as well as public relations (Wal-Mart, 2019). It also uses social media and other interactive platforms to promote its products.

**SWOT Analysis:**  Using the data and information from your research, complete a SWOT analysis for the company. Reference and cite the topic materials for details on conducting SWOT analysis.

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| **Strengths**   * Huge global presence in 26 countries * Significant brand and product recognition * Broad range of services as well as products * Efficient distribution system and supply chain control * Low price strategy | **Weaknesses**   * Gender bias and discrimination * Small profit margins * Poor worker working conditions and settings * Employee mistreatment * Ineffective business model |
| **Opportunities**   * Expansion to other locations around the world * Enhancing the quality of its items and standards * Creating more strategic alliances and performing acquisitions | **Threats**   * Threats from the increasing use of ecommerce from other firms * legal penalties and court cases * political issues in various areas in the world * Primary target for most of its competitors |

**Citation of Sources:** Provide APA citations for the company’s annual report and the other research sources utilized in completing the assignment.

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| **Name of Source** | **Citation Information** |
| Wal-Mart website | Wal-Mart Inc. (2020). Home. Retrieved from https://corporate.walmart.com/ |
| Wal-Mart Corporate section | Wal-Mart Inc. (2020). Corporate section –history. Retrieved from https://corporate.walmart.com/our-story/our-history |
| Wal-Mart Annual report | Wal-Mart Inc. (2019). Annual Report. Retrieved from https://s2.q4cdn.com/056532643/files/doc\_financials/2019/annual/Walmart-2019-AR-Final.pdf |
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