Name of the Student

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**Executive Summary**

Wal-Mart is retail chain tan enterprise that deals in retail business and originally from the United States. The business empire has several diversified operations in many countries. The brand of Wal-Mart has been built in a long time with options of too many products such as grocery, home use products, clothes (both young and old). Several people from different walks of life love the brand and more so their particular interests. The retailer stated under Sam Walton in Arkansas. The first strategy development used was to provide a variety of services and product to the community. This meant that at least a big chunk of the population had its needs covered by Wal-Mart. The second strategy development was to sell these products at a relatively lower price as compared to others.

This business strategy pushed other companies in the same retail business to the brink of failure notably Sears. The idea was that if Wal-Mart sold its goods at a lower price, then there had to be a high demand of the products by the clients. The result was that more people opted for relatively low priced and quality goods.

Secondly Wal-Mart went on to explore the untapped markets for the same goods it sold in the United States in other countries such as Brazil, China, and in Europe. This triggered the expansion of Wal-Mart in to these markets. Being the first to enter in to such markets, Wal-Mart made huge number of sales and in return there were a high profits realized. In doing so Wal-Mart went further to employ the natives in the particular countries where they sold goods. The meaning was that the locals felt that the company was a part of their daily lives. The results were good as there was a good and still a good relationship between the natives and the Multi-National Company operating in these other countries. Wal-Mart had the strategy of involving the locals to participate in the business they provided in order to create a sense of ownership. More so the language problem was tackled as the very native agents working in Wal-Mart would explain to the natives the use and importance of the goods unknown to the natives. Customers felt well treated and their issues well handled by their very own. This meant improved level of support for the company and in return, more profits for Wal-Mart. On the other hand the number of workers in Wal-Mart were increased which made acceptable salaries and wages for workers. His meant that more jobs were present in these foreign countries where Wal-Mart went. In creating more jobs, there is division of labor or what others call Specialization which means workers good at a certain job are kept on it and so the entire business operation move on smoothly as everyone who how to do their job. For example there salesmen, helpers, accountants and managers etc. The salesmen are ever present ready to explain to clients any question they have in the malls. Helpers on the hand keep the mall clean and guide customers entering the mall. Accountant enter all business transaction made on that day. Managers are responsible for supervising the operators at the lower level. So as can be seen, there are several jobs supposed to help the customer feel at home while shopping at Wal-Mart.

Another strategy was to keep an eye on the Competitors like Sears and learn from them on what they do best as the traditional retailers. Wal-Mart leant as many ideas from Sears, K-Mart and studied any loopholes that these companies and sought how to deal with them to their benefit. Wal-Mart had to set up strong policies that governed the businesses it conducted. A new set of rules were introduced on how to handle the customers such as going on to call clients to check whether the good sold to them were satisfactorily performing as thought. In doing this there is warm relationship created between Wal-Mart and its clients. Other were short term strategies such as giving discounts in the festive seasons on Christmas products. The provision of discount was done to an acceptable level that never endangered Wal-Mart’s interests.

Another strategy was to invest in long term investments such the multibillion dollar new complex Wal-Mart had to build in the new countries they went to. This meant a long term operation and establishment of Wal-Mart giving an assurance to customer about their continued presence to serve their needs of shopping. In these shops, there were entertainment and eating places to serve clients who came from shopping in the mall. All the above strategies are to help Wal-Mart to ultimately get more profits in order to keep in the game of business.

Wal-Mart management started the use of personal brand products establishing effective relations with the suppliers who are to make goods for Wal-Mart alone which makes the company to improve its brand identity while decreasing the product price simultaneously.

Innovation in Wal-Mart took a new twist. The firm introduced the use of computerized business transactions in reducing the service time for clients which meant faster transactions. More transactions meant more sales made which in turn increased profits. Wal-Mart introduced online adverts that informed its clients about the new services and goods that the retailer had just recently put in store. This meant client would budget and go and buy these new goods and services.

Wal-Mart ventured in to online virtual stores that displaced all the products and services in the stores and once the customers ordered what they wanted, there was a system of transporting the goods to the door step of the client. This mall to house transaction attracted as many customer to Wal-Mart. Wal-Mart also has ventured in to Web based movies that literally show customers all goods and services present in the stores.

The competitive analysis of Wal-Mart involves optimizing on its strength to beat competitors for example as Sears computers were old and not services, those at Wal-Mart endeavored theirs were ever serviced and working in proper conditions.

The Organization’s Response to Change involved the introduction of computers in order to maximize information systems. In doing so, there were several in house trainings done to introduce the worker to the new operations of the computers. For example accounting was no longer done on books in what they called Book Accounting. There were newly introduced software that Wal-Mart had to teach to its works by bring in Expert in to the firm. At time Wal-Mart paid for.

It is from this point of view that the strategies covered by Wal-Mart can be as well learnt and implemented for the better of an organization because if Wal-Mart made it work in business, then so can others.

**Wal-Mart and Strategies**

Wal-Mart is a US-based retail chain that currently has operations in many countries. Wal-Mart has developed strong brand equity over the years bringing in wide varieties of products to their target market which covers many segments of the population. Wal-Mart started its journey from Bentonville, Arkansas under the directions of Sam Walton. The basic business model of the company includes providing a wide range of products to the customers at a low price. Wal-Mart stores did not take too much time to attract the attention of the middle-class American buyers and soon started to spread its network all across the country. Recognizing the potentials of the untapped markets in other nations, Wal-Mart grabbed the opportunity to turn its brand into a multi-national identity running a business under different names in different countries. The company currently employs more than 2 million people who are proudly serving the customers making the best use of the resources at their possession (Hayden, Lee, McMahon, Pereira, 2002).

Strategy refers to planning for a set of actions that are to be utilized to attain both long term and short term objectives. Any organization needs to work with a certain set of strategies that it utilizes to achieve the ultimate goal that the company has set to achieve. As far as a business organization is taken into consideration, the basic goal of any business is to generate profit and remain sustainable in the market. It needs to keep an eye on the competitors who are operating in the same market offering identical or similar products and services and needs to come up with ways to do better to keep a grip over the already existing market and expand its horizon for further profit maximization. A major portion of the strategic thinking is often dedicated to developing plans how to play out the competition based on short and long-term goals.

Because Wal-Mart is in the business of offering discounted products to different customer segments, developing and maintaining a strong set of strategies to hold onto that target market and outplay the direct and indirect competitors is the key. At the same time, the business also needs to make sure that it is taking steps that would allow the organization to remain profitable in the long run. Sustainability is something that Wal-Mart needs to deal with to hold onto the position where it is standing right now and to grow even bigger. Without having a well-defined set of strategies, it is not possible for Wal-Mart to remain competitive in the market particularly because it has many other massive competitors to deal with that are continuously expanding their market.

**Wal-Mart Recent Strategies**

Wal-Mart maintains close ties with its core strategy of providing products at a discounted price to its potential customers through its brick and mortar stores. At the same time, Wal-Mart is also focusing on the e-commerce segment recognizing the power of internet which is being used by its competitors to build up virtual stores from where people can buy products that are delivered right at their doorstep. Wal-Mart has a well-defined online virtual store adding hundreds of products to the list from which people can buy whatever they are in need of. This has allowed Wal-Mart to have access to an even bigger customer base as virtual stores allow people to do shopping from their home and get products delivered right at their place. Wal-Mart also has focused on other online businesses including Web-based movie services by acquiring Vudu. This has also become a potential source of revenue for the company.

Wal-Mart management recognized the importance of personal brand products and had established strong ties with the suppliers who are to manufacture products specifically for Wal-Mart itself which allows the company to enhance its brand identity and at the same time helps with reducing the product price (Marcilla, 2014).

Wal-Mart made partnerships with universities in providing student on an internship basis. The students were taught the business aspects of their profession and those that performed well went on to be part of the firm and they were retained and give opportunity to express themselves. However, tests were down as well as practical sessions from which the cream students were picked to be part of Wal-Mart.

Wal-Mart trained the students in to their in-house capacity building program and they became part of Wal-Mart. This strategy meant that there was inbuilt labor in the firm at a cheaper operating cost as compared to hiring already experienced workers who on the hand would ask for a high salary. In training in house workers, costs were reduced as they are still reduced currently. This enables the firm transfer some of the funds it would have used to pay new workers to other important operations in the firm.

In house capacity building helps the firm deal with the problem of new comers not knowing the operations and culture of Wal-Mart. It should be noted that new workers need time to understand the culture and operations of a company. However with already existing interns, they know the steps and where to go to get help and even what they should do.

Wal-Mart introduced the use of credit cards in order to thank loyal customers who never went to other malls for shopping. This meant that every time loyal customer shopped at Wal-Mart, hey earned points they accumulated up to a certain figure at which they would be entitled to money or the ability to buy other goods and services at zero cost. This attracted many customers because others would see the benefits of being loyal to Wal-Mart. For example loyal customers would be entitled to free goods on their nest return up to certain agreed value. This encouraged them to be loyal to Wal-Mart. The result was them going to their friends and explaining to them about the operations of Wal-Mart. This pilled theirs friends and other friends’ friends to come to Wal-Mart.

Wal-Mart reduced the prices of goods that neared their expiration date. This meant that at some point there was traffic at the mall. This was a strategy to get rid of goods nearing expiration. Other malls that did not want to do this completely lost goods especially those which were perishable like bread and doughnuts. For nonperishable gods, there was a cost of maintaining them which in turn affected profits of those companies.

Wal-Mart came up with long term strategies such a five year plan that guided the company on where to go and where to invest. In most cases there were very expensive project carried in order to better the delivery of services. For example, the construction of new mal in the new countries where Wal-Mart was going signaled their establishment in the countries.

Asset management plan were set up by the management of Wal-Mart where an Asset registry was made and constantly updated according to the new goods and services the firm has. The plan clearly states who can access the registry and who modifies it. It should be noted that the maintenance department is the one with the mandate to update the registry. Wal-Mart knows it goods in numbers and variety. In doing so, Wal-Mart get to know which goods are almost done and so make the necessary arrangements for replacements.

Of late computerized Inventory has been used by Wal-Mart whereby there is a threshold for Quantity of all types of gods in its stores below which, a signal is sent to the suppliers to send more of that particular good. This inventory system is maintained by already set computerized programs. It has helped Wal-Mart to always have goods stocked and so continually be in position to give it customers the required goods.

There is an effective system that is computerized. When a customer order for a certain good, they have to name the place where the goods should go. The order made for the goods is connected to the system that reads which code of goods are wanted and so a signal sent to management to authorize the release of goods. There are ever present drivers in standby to take the desired goods to customers. This arrangement has been made possible for transcontinental transactions but at the customer’s cost. In this case air flights are scheduled to transport the good to whichever country Wal-Mart has made an understanding with.

Wal-Mart has made endeavored to employ diversified employees who come with a variety of skills and languages and in so doing adding value to it. For example, employing the old professionals may be say marketers bring with them the skills needed in marketing a brand to new markets. These skills are important to Wal-Mart in bringing people from all walks of life to work for it. In doing so, Wal-Mart builds a strong base for the future and gather wisdom and expertise to how to deal with various dilemmas in the event they occur.

Walmart came up with Job rotation programs to avoid keeping certain people in one position in order to avoid familiarity. Job boredom is effectively handled and so enabling workers to enjoy their jobs. However Wal-Mart uses this technique to deal with stubborn workers to avoid losing workers it sees they have potential or low positions.

Wal-Mart provides social – cooperate responsibility roles in the community. For example Wal-Mart has been involved in donating clothes and home use goods to the needy in Arkansas. In doing so, Wal-Mart creates a good picture in the community as a business firm that has the affairs of the society at heart and so supports the community. This in return attract as many customers to the firm who come to shop. This improves the sales made and so a higher profit margin for Wal-Mart.

Wal-Mart is in good relation with governments of countries where it has its interests and by doing so, it complies with the trade terms and conditions. This has helped it reduced taxes in some countries because in return it gives job opportunities to those natives. For example, in Arabia, Wal-Mart does not have pork in its stores as it is prohibited in such areas. Wal-Mart instead studies the opportunities in these countries and exploits them. Another example is in China, where labor costs are relatively low as the population is big. In so doing Wal-Mart cuts downs on operating costs and reinvests the money in other department lacking enough funds and so gets control if its finances. Wal-Mart goes on to sell to goods in the native countries making the firm part of the country. For example in Arabia, Wal-Mart sells dates too.

**Wal-Mart and Competitors**

Target, Amazon, Best Buy and Aldi are four major brands that are considered to be close competitors of Wal-Mart. All these brands are internationally recognized as retail chains that offer a wide range of products just like Wal-Mart which allows them to penetrate different segments of the market ensuring an impressive flow of revenue. At the same time, all these products have established their virtual stores, making it easier for the customers to have access to a wide range of products- an approach that is very much similar to Wal-Mart. However, some of the Wal-Mart competitors like Aldi are focusing more on certain product lines to gain an edge over other chains allowing them to generate more profit through business. This has worked effectively for some companies to whom Wal-Mart lost market to. For instance, Apple has become the more successful music seller- a segment where the company has put more emphasize and therefore managed to displace Wal-Mart (Graff, 2006).

However, Wal-Mart with its heavily fortified international operations, product diversity, and an already established brand image has managed to maintain balance in the highly competitive retailing market.

Industry analysis and strategies

Like it was mentioned at the beginning, the retail market has become highly competitive over the years making it difficult for Wal-Mart to keep a stronghold in all its markets throughout the globe. Many of the close competitors including Amazon, Best Buy, and eBay has performed tremendously to rule the e-commerce and managed to make significant sales through online purchase facilities. At the same time, they are also focusing on bringing in their products to generate more brand identity and profit margin.

To match with that, Wal-Mart also needs to put more resources into making its virtual presence richer and should emphasize on online marketing strategies to get their website up to the top of the Google and other search engine results to boost up the number of visitors. The company also needs to introduce more personal product brands emphasizing on certain product lines which will make it easier for the company to penetrate the target market. Wal-Mart can make the best use of its already established distribution system and a huge workforce to serve the purpose.

**Proposed Strategies for one and five years**

The one-year strategies

* Enhancing on stronger presence online through strong onsite and off-site marketing for the Wal-Mart websites to make sure that when a user is searching for information or willing to buy priority products, Wal-Mart website pages shows up first. This is important considering the number of internet users and online shoppers rising exponentially.
* Emphasizing more on the developing nations like Philippine, Vietnam, Nigeria, India and soon as the buying power of the people and use of internet has grown in these countries significantly, making them potential sources of revenue for Wal-Mart.
* Investing more in marketing in the United States to revitalize the image Wal-Mart has there. At the end of the day, the US is still the most fruitful market for the company.

**The five-year strategies**

* Reducing environmental footprints significantly by using eco-friendly energy sources in its stores. This will enhance the brand image for Wal-Mart as a green business model and would also help the company to comply with environmental regulations (Basker, 2007).
* Making its presence even stronger in China. The Chinese economy is likely to become the largest within a decade. With increased buying power of the people, it only makes more senses.
* The Turing majority of the sales being generated from its personal products. This is important for Wal-Mart’s brand integrity and is needed for keeping product price at more tolerable level while securing a greater profit margin.

**Exploiting Innovation**

Walmart is basically an American Multinational Retail Company that operates a chain of grocery stores and food stores throughout the world. Walmart is considered to be one of the world’s largest retailer and second biggest company in the world. Walmart is the discount store that offers different products to its customers along with merchandise products and food products on discount prices. Walmart has also ventured in to digital photo services, internet access, vacation planning, flower delivery, financial services as well as DVD rentals. The owner of the company SAM believed that if the prices are affordable then the discount stores can be viable in smaller communities as well. This paper discusses the importance of innovation for long term survival of Walmart. This paper also presents the overall strategy that fosters on innovation in Walmart.

**Importance of Innovation and Overall Strategy:**

Innovation plays an important role in any organization’s success. The companies need to adopt latest technologies in their daily business operations. The innovative technologies help companies in attaining the competitive advantage (Arlbjørn, & Paulraj, 2013). Similarly, the innovation in business is also important for the companies. New products along with different and innovative procedures help companies in achieving the sustainable competitive advantage. The benefits of being innovative in the startup, growth and development of business can be observed at the current as well as later stages of the business.

Walmart can use different strategies in order to expand business exponentially. Market expansion strategy would be most suitable for growth of business. Market expansion strategy is also called the market development strategy. This strategy focuses on selling current product in different new markets. There are several reasons that why Walmart should focus on such a strategy. First reason is that there is a lot of competition in the local markets and there is limited scope of growth in the local market. Therefore, it is difficult for Walmart to find out new markets and to increase its sales and profits. Considering the overall potential of new markets throughout the world along with the reduction in new markets at the domestic level have created the need for expansion of Walmart business in international markets. The company should focus its expansion so that profits and sales can be increased.

**Evolution of Industry:**

The industry of grocery stores, departmental stores as well as hypermarkets has evolved dramatically over a period of 10 years. The companies have seen tremendous growth due to increased consumer demands. The earning levels of people have increased to a great extent (Arlbjørn, & Paulraj, 2013). Moreover, the people are intending to purchase products according to their affordability levels. The companies complying the affordability levels of people would ultimately succeed in businesses during the next 5 to 10 years. Innovation in technology brings new ways to develop and introduce products. The products get refined through innovative processes of manufacturing. Studies have confirmed that 90 % of the businesses believe in innovation to be a priority. The priority is due to the customer demands and needs. Therefore, Walmart should incorporate innovation in its strategic management processes.

**Top Advantage of Walmart:**

Walmart is a powerful retail brand and has a good repute for value of money. The company provides convenience for its customers by providing a wide range of products. The company keeps all of its products in a single store which keeps its customers loyal and happy. This wide range of products under a single roof becomes a competitive advantage for the company. Walmart has exponentially grown nationally as well as internationally during previous some years. The customers of Walmart are able to purchase bulk range of products due to its exclusive discounts offers. The company provides low prices of products for its customers. Therefore, we can say that Walmart provides wide range of products under a single roof which becomes a top advantage for the company.

**Strategies to exploit innovation breakthroughs:**

1. The introduction of new products is mostly considered to be an innovation strategy. Most of the companies focus on product innovation as well as product development. Reshaping the organizational culture can be a strategy that would encourage innovation within the organization. The management should encourage its employees to share innovative ideas with the management without any hesitation. The management should consider ideas of its employees seriously. Serious effort should be done to implement innovative ideas. Therefore, encouraging a culture of innovation can lead towards innovation in businesses. This strategy has the disadvantage of selecting best suitable option among a lot of ideas generated from employees.
2. Strategic planning process of engagement can be a strategy for innovation breakthrough. Staff engagement is a strategy generates additional inputs that help building commitment of employees with the company (Kastalli, Wiengarten, & Neely, 2015). When the employees observe company growing in terms of technology and innovation, then they perceive organization to be going in to right direction. Therefore, the strategy of engaging employees in innovation activities may lead organization towards success. It is essential to involve employees in the planning as well as innovation process so that direction and objectives of organization can be made clear. This strategy has the disadvantage of excessive costs in order to retain employees. The company should provide an insight in to challenges, concerns, issues and opportunities that the organization is facing so that innovation can be brought accordingly. The employees of the company are the people who actually execute the innovation strategies introduced by top management. Therefore, employee’s engagement would help companies in executing the innovation strategies.
3. The strategic management processes can be successful when there are proper communication channels adopted by the company. The companies should be having defined top to bottom and bottom to top communication channels. The employees should be informed that how they will be involved in the processes of the organization (Ngo, & O'Cass, 2013). Innovation in communication should be implemented at all levels. Communication becomes even more essentially when operating internationally. The management needs to operate remote location through communication channels. The companies should adopt innovative technology in order to communicate with the international offices. This strategy has the disadvantage of lack of clarity in implementing the strategies for the organization.

**Recommended Strategy:**

Walmart should adopt the strategy of encouraging the culture of innovation within the organization. Walmart should encourage its employees to discuss innovative ideas with the management so that organization can expand its range of products. Walmart should develop a team of few members who should consider and discuss the ideas produced by employees. This committee should consider all pros and cons of ideas. Considering all pros and cons can eliminate the weaknesses of the strategy. Therefore, the company would be able to implement best strategy in an effective way.

**Innovation and Competitive Analysis**

Wal-Mart as one of the largest consumer retail companies in the United States applies differentiation as its Unique Selling Proposition. This involves its marketing strategy striving to formulate a perception that is significant about the variation between its product and the offers made by its competitors such as Target.

To evaluate the company's strategies, the five forces of competition by Porter can be based on. The five forces include;

**The rivalry of the company (Walmart)**

According to Porter, the company's rivals play a big role in determining the direction of the company's progress. This implies that, for every company to succeed in a competitive environment, it has to evaluate the strength of the rival firms (Mulcaster, 2009). For Walmart, there are numerous rival firms in the industry but the five forces specifically evaluating the rivalry of the other firms in the same business, has helped Walmart to form a market niche in the competitive environment. This has generated higher demand for the product and services of the company.

Also, the threat of substitute commodities of the company is another vital aspect in evaluating the competitive environment in which Walmart operates. The alternative products produced by the other firms always create a big threat to the firm. For instance, numerous firms produce alternative products, and these create or reduce the demand for the commodities of Walmart (Mulcaster, 2009). For this case, Walmart incorporates the five forces of Porter by making sure that the quality of the products produced is of a higher quality than that of the alternative products produced by other firms. This has increased the market share of the company in a competitive environment.

The bartering power of the buyers is also vital in evaluating the completive environment. Walmart finds it vital to producing high-quality products to reduce the bargaining power of the buyers. As the bargaining powers of the buyers are reduced, the company sets its price that creates a cutting edge for the company's products hence creating a favorable environment for the company (Mulcaster, 2009). This has encouraged Walmart to produce high-quality products that attract many customers.

The Bargaining powers of suppliers are also another element of porter's five forces of competition, which the company uses to ensure the availability of the products. The company always ensures that the suppliers are paid on time to ensure that they are always reinforced to supply Walmart Company (Mulcaster, 2009). This has ensured that products are readily available to clients hence creating continuous supplies in the competitive market.

The entry barriers have also contributed a lot to the survival of Walmart Company in the competitive environment. Where there is a free market entry of firms into the industry, firms suffer a lot, but for Walmart, the firm has managed to bring in innovative ideas to ensure that it produces at a low cost and sell at a price, which is competitive. This has enabled the firm to produce superior products at a low cost of production hence beating the competition from the new entrant firms in the industry.

Some of the few innovations that have been implemented by Wal-Mart are through the increase in the number of warehouse house that it operates with across in the market. Wal-Mart has embraced the above innovation to streamline the global supply chain, which will ensure that there is a competitive edge over its competitors in the market (Clara, 2014). The other major innovation availed in the analysis entailed enacting strategies aimed at maintaining Wal-Mart current supply chain and expansion regarding logistics to capture a larger market base.

The Unique Selling Proposition that embraces the aspect warehouse formulation and expanding the supply chain would be one that involves an effective targeted approach to making entry into a saturated market without making any attempts of competition on the pricing. The Unique Selling Proposition would be the Price Proposition. This will set the company apart from its competition without regard to price increase while availing clear consumer benefit that no other competition is willing to offer (Fishman & Charles, 2006). It will target middle-income earners in the age range of 30 to 45 with the targeted markets being efficient mileage vehicle sales market and financial services market. Therefore, maintaining the current supply chain strategies and ensuring that global warehouse is set up by the company will be the catalyst to an increase in the sales percentages of the company through an increase market base it will enjoy. Therefore, the above innovations would be a testament to the increased productivity of the company.

The company's current position embraces some of the core aspects of technology. According to Clara, (2014), the company operates a sprawling network of over 160 distribution centers that covers over 120 million square feet which are within 130 miles of the stores that the firm supplies. Based on the report, over 81 percent of Wal-Mart merchandise passed via those centers back in 2013. The company implements the most effective approaches that the firm can implement to ensure that it sustains operations in the market. These are exemplified by the absorptive capacity and global manufacturing networks. Under the Absorptive capacity approach, the firm ability to assimilate, identify, transform, and apply the valuable external knowledge towards achieving a competitive edge into the global market is evaluated. On the other hand, under Global manufacturing, the company can contract manufacturing, streamline on sourcing and logistics for the products and the components that the organization focuses on about the marketing approaches. These two approaches provide significant concepts attached to addressing imbalance challenges witnessed by other firms about manufacturing locations hence ensuring timely flow of goods and services. These recent development are the rationale for an increase in the profitability of the company and an increase in the market share.

The organizational structure of Wal-Mart is based on the concept of divisions, which are entirely made based on specialty. This structure is also known as the bureaucratic structure. This organizational structure embraces different divisions with their assignments, for instance, there can be marketing, accounting division and sales division among others (Marshall, 2002). Every division is charged with its duties and responsibilities. In this structure, individual heads of divisions are dedicated to doing only the specified function within their division or department. This structure is associated with cost saving benefits as well as improvements in efficiency in an organization. Therefore, focusing on the operations of Wal-mart, the company's organizational structure presents a formidable operational mechanism that ensures that it operations are felt globally.

**Quality resources**

The company's management considers the issues of Quality. According to Clara, (2014), the company is recognized under the American society of Quality controlled retailers whose goods are subjected to tests and are certified in the event that the firm passes the checks on selected goods and services.

It can be seen that Wal-Mart had several strategies in dealing with change, competition from rivalries, and innovating new systems to enable it remain relevant in business which included, the reduction of prices at a lower rate as compared to others, the use of computers in order to move faster and effectively, the provision of mechanisms in maintaining the computers unlike some competitors who did not, the use of virtual stores on line where customers would see a list goods present in the stores, order and then the goods would be brought to the home of the customer.

To maintain quality, Wal-Mart had a Quality Assurance tem that inspected all goods brought in by its tailored suppliers. The goods are subjected to quality tests to see if they pass the standards of Wal-Mart and if they do so hence, they are taken to the stores and their list placed on the online virtual stores for customers to order and buy.

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