

Walmart's vision, mission, objectives, and products or services offerings We chose Walmart company . 1 and identified its vision, mission, objectives, and product offering. Vision: Walmart's vision is to be the best retailer in the eyes of consumers and employees. However, they seek to achieve the goals by providing products and services of high quality or customer service that are excellent and often create many opportunities and value for the stakeholders of the company that are directly and indirectly affected by the activities and decisions of the organization from any aspect, whether economic or social. Mission: Walmart's mission is to create or save people's money so they can live life better and more comfortably. As it confirms this mission in the methods of disbursing or presenting it to its customers, as it is committed to providing low prices sometimes to customers, and thus it provides a large and wide range of services and products to meet the needs of customers. Objectives: Walmart's goals include: 1.) The presence in local and international markets will continue to expand. 2.) It is based on the customers' shopping experience through innovations in the technological fields. 3.) It is based on improving sustainability efforts through its operations available in the labor market 4.) It provides opportunities to invest in employee training and their readiness to develop a workforce. 5.) Ensures and enhances the quality of products and competitive prices with companies. Type of products and services: Walmart offers a wide range of products and services, including: 1.) Supermarket: fresh meat, basic food resources, dairy products. 2.) Pharmacy: All medications that have a prescription 3.) Health and wellness services: Clinics that provide health care services such as: vaccinations, examinations, etc. 4.) Financial services: One of the most important services in society, such as: bill payment, bank cards of all kinds. 2. Marketing channel strategy of the Walmart company I.) Walmart's marketing channel system operates through various channels such as physical retail stores, online stores, advertising, social media, and finally through third party partnerships with other sellers and suppliers. Walmart utilizes their stores across the USA, as well as in 18 other countries outside of it internationally, which makes it possible for customers to buy in on their amazing selection of products. Besides their physical stores, they have also ventured deeply into their online platforms making it easier for customers to order any anytime and anywhere. Walmart has also been experimenting with their advertising campaigns through various channels including Tv, print media, digital media, and finally social media. To stay connected with customers and to promote their products they had to have an immense existence online through social media platforms such as Twitter, Facebook, Instagram, and YouTube. Finally, they also work with third-party suppliers and sellers by partnering with them to diversify their reach to various people and to further broaden the products they can offer them. By doing this, they will offer a unique selection of their products to a wider audience through physical and online stores. By looking at all this information it can be said that Walmart's marketing channel system is intended to give customers diverse options about how they can go about getting access to Walmart's products in the easiest ways possible. Which is by offering an omnichannel experience. II.) Walmart's marketing channels actors consists of 3 key entities involved in every marketing channel which are: Manufacturers: Walmart is a channel captain meaning that they have control over activities within any supply or distribution channel so that they can provide products into their stores. Their suppliers consist of many large companies such as Procter & Gamble (P&G), Unilever, PepsiCo, Nestlé, Johnson & Johnson, and even some Local and Small Business

Suppliers. Walmart even has their own apparel brands and clothing lines for men, women, and children.

Intermediaries: Walmart possesses intermediaries such as transportation companies, suppliers, distributors, and wholesalers. They help Walmart get a hold of products, then allow them to be stored in their warehouses, be delivered to their own stores, and finally sold to customers for consumption.

Walmart also tries to work on their advertising in hopes of increasing their operations and growth. **End-users:** Walmart's end-users consist of consumers who shop at Walmart in order to purchase a variety of their products, whether it be in person or online. The end-users can be a single person or even a family

who are at the end looking for stuff such as groceries, clothes, electronics, household goods, and so much more. Walmart also provides its services to business customers and even other organizations

through its business-to-business sales. 3. **Evaluation of Walmart's omni-channel strategy I. Survey:** 1- I

know Walmart: 2- I know about discount stores: 3- I take a long time to purchase: 4- I think that low-priced goods are of poor quality: 5- I believe that opening a Walmart store in Bahrain, particularly in the Seef area, would be a strategic location: 6- In your opinion, I can find the electronics section: 7- In your opinion, the Walmart mobile app and website are straightforward to use and navigate. 8- Walmart's

omni-channel strategy enhances my overall satisfaction as a customer: 9- Walmart employees omni-channel tactics with greater effectiveness than other retailers: 10- It makes it easier to find products and make purchases by integrating Walmart's online and physical stores. **II. Competitive analysis of Walmart:**

A. Strengths and weaknesses of Walmart Strengths: – Strong Brand Recognition: Walmart is known worldwide and has a strong popularity for cost. – Efficient Supply Chain Management: Their logistics and distribution structures are highly optimized. – Diverse Revenue Streams: Walmart has an extensive

variety of product services and offerings. – Economies of Scale: As one of all the most important shops, Walmart can leverage its size for better pricing. Weaknesses: – Overdependence at the U.S. Market: A

large part of Walmart's sales comes from America. – Labor Practices: There have been criticisms and controversies concerning Walmart's hard work practices. – Limited E-commerce Presence: Compared to competitors like Amazon, Walmart's online presence is much less dominant. – Inconsistent Customer

Service: Customer service reports can vary substantially from store to shop. **B. The Integrated Retail**

Strategies of Walmart ● **Product Strategy:** Walmart offers a broad range of products across various categories to grow to be a one-stop keep for customers, which draws a diverse purchaser base. ●

Pricing Strategy: The corporation is understood for its "Everyday Low Prices" policy, which is made possible through efficient delivery chain control and bulk procurement of products. This lets Walmart offer aggressive pricing. ● **Place and Distribution Strategy:** Walmart uses a hub and spoke distribution

method, making sure that items are centrally ordered and dispensed to individual shops efficiently. This strategy helps their widespread network of physical stores and online marketplace ● **Promotional**

Strategies: Walmart employs numerous income advertising tactics to preserve excessive income volumes and preserve fees low. Their advertising blend is prompted via their fee leadership strategy. ●

Customer Support: Excellent customer service is emphasized as a critical part of Walmart's channel advertising strategy. ● **Use of Data:** Walmart makes use of a statistics-driven technique to forecast demands correctly, which facilitates optimizing stock management and reducing waste. ● **Omni-Channel**

Presence: The retailer reinvests its sources to ensure a continuing buying enjoy across all channels,

including in-store and online, to maintain omnipresent emblem visibility. These techniques have helped Walmart keep its function as a leading store through catering to the needs of a wide variety of clients through diverse advertising channels.

C. Different types of service outputs that Walmart offers

- **Design of Goods and Services:** Walmart presents a mixture of retail offerings and owns manufacturers like Great Value and Sam's Choice. The focus is on performance and price effectiveness, aligning with their low-value strategy.
- **Special Convenience:** Walmart stores are strategically positioned to be accessible, and the enterprise also offers online shopping with numerous pickup and shipping options.
- **Timing of Availability:** Walmart ensures product availability via efficient inventory control, catering to on the spot wishes as well as scheduled purchases.
- **Quantity:** Customers have the choice to purchase in bulk or select character items, supplying flexibility in how a great deal they buy.
- **Assortment and Variety:** A wide variety of merchandise is available, from groceries to electronics, permitting clients to fulfill numerous wishes in one place.
- **Walmart offers extra offerings which includes monetary offerings, car care, and pharmacies within their stores.**
- **Information:** Through its on-line and in-keep channels, Walmart offers information to help clients in their shopping decisions.

Comparing Walmart's provider outputs with its competition:

- Amazon:** Known for its substantial on-line presence, Amazon competes with Walmart's special convenience and timing of availability by means of supplying an extensive assortment of merchandise with quick shipping options. However, Walmart leverages its bodily shops for an omnichannel revel in, which Amazon traditionally lacks.
- Costco:** Costco specializes in bulk income, which competes with Walmart's quantity provider output. Costco's version typically gives lower fees because of the bulk purchase requirement, at the same time as Walmart offers more flexibility in quantity².
- Target:** Target competes with Walmart in terms of collection and variety, with each shop offering an extensive range of merchandise. However, Walmart is bigger and frequently has a greater massive selection, especially in its personal logo offerings.
- Best Buy:** Best Buy competes with Walmart within the electronics and home equipment category, presenting specialized services and a centered collection that Walmart additionally gives, however with a broader retail scope. Walmart's aggressive area lies in its potential to provide a complete variety of carrier outputs, catering to numerous clients wishes and alternatives, and its strategic use of bodily stores to beautify the purchaser enjoy.

4. Relationship between Walmart and channel actors

Walmart consists of a complex network of actors that interact with each other in different ways.

- **The relationship between owners, investors, and employees can be complex.** Shareholders and investors set their expectations for a company's financial performance, while customers set their expectations for customer service and product quality. Management works to achieve these expectations while considering the needs of employees, communities, and the environment. On the other hand, owners and investors want to maximize profits and stock value, which can lead to pressure on employees to get more for less. On the other hand, employees depend on the owners and investors for jobs and compensation, so it is in their interest for the company to be successful.
- **Relationship between owners and management:** Owners expect management to achieve strong investment returns and growth in the value of the company.
- **Relationship between management and employees:** Employees depend on management to provide employment, compensation, and safe and healthy working conditions. In return, management depends

on employees to implement the company's strategies and achieve goals. ● Relationship between consumers and management: Walmart seeks to provide products and services that meet customers' needs and expectations in terms of price, quality, convenience, and excellent customer service to ensure customer satisfaction. ● Relationship between suppliers and management: Management works with suppliers to build strong, long-term relationships and ensure they receive products at competitive prices and on time, while suppliers expect from Walmart fair payment, ongoing business opportunities, and the sale of their products to a large customer base. ● The relationship between Walmart, communities, and government can sometimes be difficult. Walmart seeks to be a good corporate citizen, supports local initiatives to identify its needs, develops programs that meet those needs, and expects communities to support its business. On the other hand, communities benefit from Walmart through job opportunities, financial contributions, and support of local initiatives. The government may also establish regulations and laws governing Walmart's activities with which Walmart must comply, while governments expect Walmart to pay taxes and contribute to the economy. ● Managers and competitors: They compete for customers and market share, and Walmart seeks to differentiate, innovate, and improve its products, services, and prices from competitors. ● The relationship between customers and suppliers plays a significant role in Walmart's ability to meet customers' needs. Walmart needs to work closely with its suppliers to ensure it receives high-quality products at competitive prices. Walmart faces increasing challenges to maintain its dominant position in the market. Different marketing channels, such as physical stores, e-commerce, and social media, play a significant role in a company's strategy to boost sales and reach customers. ☒ Current conflicts: ● Increasing competition between physical stores and e-commerce: Walmart's physical stores are facing increasing pressure from e-commerce, as more customers prefer to shop online, which has led to more Walmart physical store closures. In 2022, the company closed 200 stores while opening 120 new e-commerce stores. ● Ongoing challenges in integrating the shopping experience across channels: Walmart is still struggling to provide a seamless, integrated shopping experience across its various channels. Customers sometimes face difficulties finding products, returning purchases, or tracking orders across different channels. ● Measuring the effectiveness of cross-channel marketing is getting more complex: As marketing channels become more diverse, it becomes more difficult to measure the effectiveness of marketing campaigns and track customer behavior across all channels. Walmart is having difficulty determining the impact of each channel on purchasing decisions and which channels provide the best return on investment. ● High costs of investment in technology: Innovative marketing channels, such as virtual reality and augmented reality, require significant investments in technology. These costs may represent a financial burden on Walmart, especially as profit margin pressures continue. ☒ Possible new conflicts: ● Potential impact of an economic recession: Economic factors, such as recessions or boom periods, can affect consumer behaviors and Walmart needs to be aware of the economic landscape and adapt its marketing strategies accordingly. For example, an economic recession may lead to a decrease in consumer spending, which may negatively impact Walmart's sales. Across all channels. ● The growing importance of sustainability: Consumers are increasingly buying sustainable and environmentally friendly products. This means that Walmart needs to ensure that its supply chain is sustainable and that its products are produced in an

environmentally friendly manner and invest more in sustainability initiatives to remain competitive. ● Evolution of the social media landscape: Technology and the emergence of new social media platforms are constantly evolving, creating new opportunities and challenges for merchants, requiring Walmart to quickly adapt and customize its marketing strategies. ● Consumer behavior changes: Consumer preferences may change over time, which may require Walmart to change its marketing strategies. For example, a segment of consumers emerges that wants personalized shopping experiences. This means that Walmart needs to use data to create personalized shopping experiences for each customer and provide personalized product recommendations. ● Regulatory changes: Walmart may face new regulatory restrictions that may affect its ability to use certain marketing channels. For example, trade misrepresentation rules are becoming increasingly stringent, making it more difficult for Walmart to make misleading claims about its products or services. This may result in Walmart's sales declining if it cannot market its products and services effectively. These conflicts may vary depending on various factors, such as geographic location, products or services offered, and target market. Walmart's long-term success depends on its ability to adapt to the evolving marketing landscape and effectively manage .current and potential conflicts between its marketing channels