



# Wal-Mart: Strategic Management Analysis

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## Introduction

The global economy is facing a downturn due to looming oil prices. The US economy is in recession and it has hit the corporate America. Even in such a scenario, Wal-Mart Inc.'s, United States' sales and profit surged in the first quarter of 2008. even then the giant discount chain is cautious for it is not immune to the economic slowdown, even though Wal-Mart showed an increase in profit by 6.9 percent in the first quarter of the fiscal year, 2008, which, according to the company's management, was due to belt-tightening consumers flocked to its bargain prices.

With the slowdown of the US economy, Wal-Mart needs a different strategy other than their core strategy of being the price leader. Recently Wal-Mart has gone global and has entered European and Asian markets. In this phase of slowdown, could global expansion be the company's strategy to maintain its growth momentum?

Today, Wal-Mart is the largest retailer in the world, and is spreading its power throughout the world, starting with nine countries in Asia, Europe and South America. The expansion has planned for more in the near future. With its attempt to penetrate hypermarket culture in every country which it enters, the company is facing numerous bottlenecks. Acquisitions and joint venture with local businesses became a problem in nationalism country.

Thus, strict governments' rules and regulations blocked business operations. Misreading competitors and late entry destroyed location

# Strategic Analysis Of Wal Mart

**Eldon Bernstein, McGraw-Hill**



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