



Name : Mohammed Taqi Uddin

Student ID : 2210126

Program : MBA Master of Business Administration

Module : Marketing Management

Lecturer : Tushara Balendran

Strategic Insights: Analyzing Walmart's Marketing Dynamics

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1. Introduction:

Walmart, a retail established by Sam Walton in 1962, has advanced right into an international powerhouse, notably influencing the monetary landscape. Operating across three foremost segments – Walmart U.S., Walmart worldwide, and Sam's club – the business enterprise has continuously centered on supplying inexpensive products, revolutionizing retail with its green delivery chain control and technological innovations. This file delves into a comprehensive evaluation of Walmart's advertising and marketing strategies, aiming to resolve the intricate threads of its fulfillment. As Walmart navigates the challenges of a crowded and competitive market, characterized by means of globalization, digitalization, and growing customer expectancies, a strategic examination of its advertising and marketing practices turns into vital. by means of dissecting the brand's inner and external environments, this file seeks to unravel the intricacies of its advertising dynamics and offer informed pointers for the future. For the current general environment of the market, Walmart is in a state the market environment is changing too rapidly, but Walmart has not caught up with this market change, so it is not doing very well now [\[1\]](#). In a technology in which effective marketing systems are the linchpin of survival and prosperity, knowledge how Walmart strategically positions itself becomes now not most effective an educational workout but a critical exploration into the very essence of sustained competitive advantage.

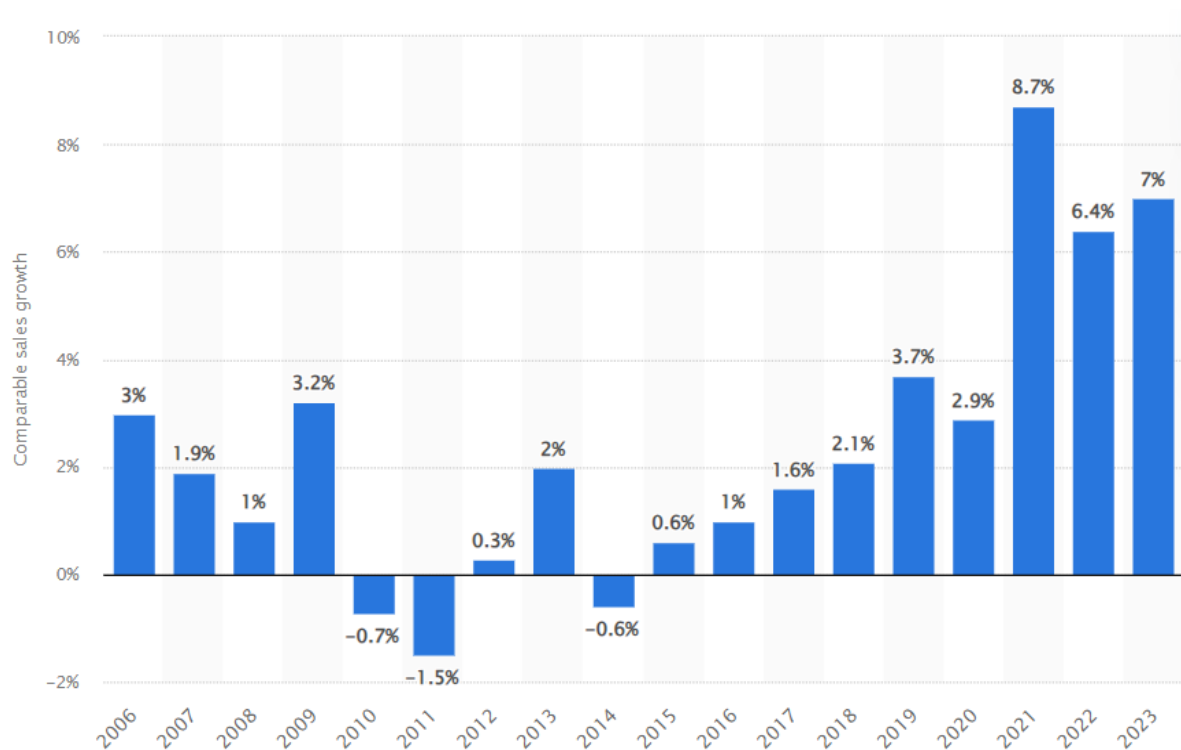


Figure 1 Walmart Growth from 2006 to 2023

2. Environmental Marketing Analysis:

2.1. External Environment

2.1.2. Market analysis:

Walmart's Dominance and E-commerce Evolution:

Walmart's strong function inside the retail industry is underscored by using its extensive physical presence. The agency's ability to seamlessly combine its brick-and-mortar energy with an increasing online footprint has been a strategic gain. but, as e-commerce maintains to redefine purchaser preferences, Walmart faces the challenge of navigating this virtual shift successfully. The evolving dynamics demand now not just an online presence however a strategic omnichannel method that preserves the logo's tangible and virtual strengths.

2.1.3. Competitive analysis:

Walmart operates in a marketplace where competition emanates from both traditional retail giants and nimble e-commerce challengers. at the same time as the business enterprise's significant bodily network serves as a tangible differentiator, agile e-commerce players pose a chance to market proportion. understanding and responding to the techniques of key competitors is paramount. Walmart should continually investigate and fortify its competitive benefits, ensuring a balance among the strengths of conventional retail and the agility of online players.

2.2. Macro-environment evaluation

Political	Economic	Social	Technological	Legal	Environmental
Political stability	Economic fluctuations	Changing consumer lifestyles	Technological innovation	Legal compliance	Sustainability initiatives
Trade regulations	Income disparities	Social media impact	Automation trends	Employment laws	Climate change effects
Government policies	Currency exchange rates	Cultural influences	Data security	Product labeling	Green initiatives

Table 1 PESTLE Analysis

Critical PESTLE analysis:

1. Political: Walmart's global activities make it subject to changes in politics. Going through many political places, especially in global markets, needs a careful way. Following new rules and guidelines is important to keep things running smoothly.
2. Economic: Walmart's pricing and profitability can be changed by economic things like how prices go up or changes in money values. Money problems can change how people spend their money. So, businesses need to be ready for changes in these situations.
3. Social: The way people see Walmart is made by how they think, and being on the same page as what society likes matters a lot. As people want more sustainable practices and ethical sourcing, it's changing society. Walmart can use this for great brand connections.
4. Technological: Keeping up with new technology is important for Walmart's work and connecting with customers. Using new things like AI, IoT and information analysis makes sure the brand stays strong and useful in our computer age.
5. legal: Following the rules of different prison systems, including labor laws and measures in various countries is important. Walmart's good reputation and less risk of getting into legal trouble is helped by it doing what the law says, acting right in business matters.
6. Environmental: As more people care about saving the environment, Walmart's green tasks match with options that are good for nature. staying committed to lessen impact on nature isn't only right but also matches market trends.

2.3. SWOT Analysis:

Aspects	Strengths	Weaknesses	Opportunities	Threats
Factors	Strong global presence	Limited online presence	Growing e-commerce market	Intense competition
Factors	Efficient supply chain	Reliance on low-cost strategy	Technological advancements	Regulatory challenges
Factors	Diverse product range	Negative public perception	Strategic partnerships	Economic downturns

Table 2 SWOT Analysis

Critical SWOT analysis:

2.3.1. Strengths:

Walmart's big size lets it fight off some threats even though the company has weaknesses in how it does things. Another important aspect of power is its ability to control costs by using a cost-saving strategy. This way focuses on doing things quickly by making lots of regular items. It lets Walmart get the best prices using big amounts at once. Following [3], Walmart is a good example of an company that carefully stuck to its main idea of keeping prices low right from the start.

2.3.2. Weaknesses:

In terms of shortcomings, Walmart shows weaknesses in how people are managed [4]. Walmart has mostly handled worker relationship issues in the US; to follow its plan for low prices, it's adopted some rules about people working that aren't good for employees. Walmart has a business model that can be easily copied, and its profits are thin. The money it earns may not go up much until 2019 says Charles Holley who helps manage Walmart's numbers [5]. Growing skills in how things work and buying of Chinese items into the US market has hurt Walmart's profit from sales in certain product groups.

2.3.3 Opportunities:

In the market Walmart works in, there are some chances. in line with [7], a terrific chance for Walmart is to keep its investment in global operations (instance: Brazil) because they increased more quickly than the sales in their own market. Walmart's growth gets new chances with different experiences in international markets. These can be expected to work differently than at home. Walmart is the main US company that uses green energy. It's possible for them to keep more power and invest in renewable electricity, which may also help their good deeds and boost liking as they are already being criticized about bribery practices and bad work situations. Today, it is becoming more common for people in the US to shop on-line. Traditional stores are growing less than 25% every year and having to close down some shops. But online shopping rises by about 16% each year. In 2017, money from online trading might reach \$462 billion and increase to \$789 billion by the year 2021. This helps Walmart grow and have an exact online store presence, along with big companies like Amazon.

2.3.4. Threats:

Walmart's activities are at risk from international threats and changes in markets due to constant economic shifts. Countries like China where Walmart buys about 80% of its goods are undergoing changes in government policies. This is to raise Yuan's cost - that means the money used throughout all of the country. Because of this, Walmart pays more for things that come from Chinese suppliers [9]. There might also be the chance of strong resistance from nearby groups. Walmart hurts local retailers by making them lose customers and shut down their businesses when Walmart starts operating in those areas. This has made a lot of products in the marketplace because Walmart often ends up competing with itself. [7]. There's a lot of competition happening when Wal-Mart starts new stores. Sometimes, 20% of a new store's earnings come from existing Wal-Mart stores. Health problems are becoming more common which may cause Walmart to lose some of its customers because it has a limited range of healthy food. Additionally, rivals like Target, Tesco and Amazon are working hard to stop the price differences that Walmart enjoys. This makes cost leadership a key advantage for Walmart. If this doesn't happen while others keep trying harder though it will affect both their old way of doing things as well as many customers they have nowadays who prefer those benefits made with them generous prices which make shopping

By addressing these essential elements, Walmart's advertising and marketing strategies should strike a delicate stability, adapting to the virtual evolution, geopolitical landscape, and societal shifts. A nuanced statistics of the SWOT and PESTEL analyses allows the method of strategies that capitalize on strengths, mitigate weaknesses, seize opportunities, and guard toward capacity threats.

3. Role of marketing within Walmart:

Marketing Strategy	Impact on Brand	Customer Touch Points
Social media engagement	Increased brand visibility	Online platforms, in-store promotions
Influencer marketing	Authentic brand advocacy	Social media, events
Augmented reality experiences	Technologically innovative image	In-store interactive displays, mobile apps
Personalized marketing	Enhanced customer loyalty	Targeted promotions, recommendations

Table 3 Marketing Strategies and Their Impact

Walmart's marketing feature is not merely a promotional arm however an vital driving force of strategic selection-making, purchaser engagement, and emblem positioning. A deep evaluation famous the multifaceted function advertising plays within the corporation, extending past conventional obstacles.

3.1. Strategic Selection-Making:

within the dynamic retail landscape, advertising serves as a compass for strategic selection-making at Walmart. It goes beyond traditional advertising to inform product improvement, pricing techniques, and market enlargement. The insights derived from marketplace analysis, client conduct research, and aggressive intelligence manual now not simplest brief-time period promotional campaigns but additionally lengthy-term business strategies.

3.2. Product improvement and Innovation:

Walmart's capability to resonate with diverse client segments hinges on its advertising-led approach to product development. thru comprehensive marketplace analysis, consumer remarks, and trend monitoring, marketing identifies gaps and possibilities inside the product portfolio. the combination of client preferences into new product offerings aligns with Walmart's dedication to assembly evolving marketplace demands.

3.3. Customer experience Enhancement:

The consumer journey at Walmart is intricately shaped by way of advertising techniques. From the attention level to post-purchase engagement, advertising ensures a seamless and pleasant experience. Integrating on-line and offline touchpoints, personalized guidelines, and innovative promotional strategies, advertising cultivates an environment wherein customers sense valued and engaged at some point of their interplay with the emblem.

3.4. Influence on Organizational culture:

The effect of marketing transcends external communication; it permeates the organizational lifestyle. Walmart's dedication to innovation and patron-centricity, pushed by using advertising and marketing, shapes the general ethos. The lifestyle encourages agility, adaptability, and a constant pursuit of consumer pleasure, aligning with the broader advertising dreams.

Marketing at Walmart is a dynamic pressure that shapes not only promotional endeavors however the very fabric of the agency. As a strategic navigator, innovator, patron revel in enhancer, and societal contributor, advertising performs a pivotal function in Walmart's sustained success in the aggressive retail landscape. The alignment of advertising and marketing techniques with broader organizational goals underscores the intensity of its effect within the organization.

4. Recommendations for the future:

4.1. Digital Transformation and E-commerce Innovation:

To live at the forefront of the evolving retail landscape, Walmart need to accentuate its commitment to digital transformation. This includes leveraging cutting-edge technologies which include artificial intelligence (AI), system gaining knowledge of, and augmented fact to decorate the net purchasing revel in. by means of making an investment in e-commerce innovation, Walmart can similarly bridge the distance between bodily and virtual retail, catering to the alternatives of the modern cutting patron.

4.2. Greater Personalization through data Analytics:

Walmart have to beautify its abilities in facts analytics to attain a deeper understanding of consumer alternatives and behavior. by way of leveraging advanced analytics gear, the corporation can implement extra state-of-the-art personalization strategies. Tailoring advertising messages, promotions, and product recommendations based on character customer information will contribute to a extra personalized and tasty shopping experience.

4.3. Sustainability Integration throughout Operations:

Constructing on its present sustainability efforts, Walmart should increase its dedication to environmentally pleasant practices. This consists of further decreasing its carbon footprint, increasing sustainable sourcing projects, and actively communicating these efforts to clients. Integrating sustainability into advertising messages reinforces the emblem's dedication to social duty and resonates with the developing eco-conscious purchaser base.

4.4. Competitive worldwide growth strategies:

To fuel sustained growth, Walmart should discover untapped global markets. This requires a meticulous assessment of geopolitical landscapes, consumer behaviors, and regulatory frameworks in potential regions. Tailoring advertising and marketing techniques to align with numerous cultural contexts may be critical for a hit international enlargement.

4.5. Innovation in customer Engagement:

To enhance customer engagement, Walmart should explore emerging advertising and marketing channels and systems. Experimenting with interactive and immersive technologies, which include digital fact (VR) and live-circulation purchasing, can create novel avenues for connecting with clients. Staying ahead of the curve in adopting progressive advertising channels guarantees that Walmart stays a trailblazer inside the retail space.

those hints are crafted to align with the dynamic nature of the retail industry and the evolving expectations of customers. by focusing on technology, sustainability, customer values, network engagement, global enlargement, competitive intelligence, and revolutionary marketing channels, Walmart can fortify its function as a pacesetter in the global retail landscape.

5. Conclusion:

The comprehensive analysis of Walmart's marketing strategies, conversation version, brand equity, consumer journey, and the role of advertising within the corporation famous a multifaceted method that has significantly contributed to its success inside the competitive retail landscape. Walmart's journey, rooted in innovation and consumer-centric practices, showcases the significance of dynamic advertising strategies in navigating the complexities of the present-day enterprise environment. The exploration of revolutionary advertising techniques, such as leveraging influencers, embracing augmented reality, and harnessing social commerce platforms, underscores Walmart's commitment to staying at the leading edge of enterprise trends. The assessment of Walmart's brand equity through Keller's brand fairness model provides valuable insights into how the retail massive has efficaciously positioned itself in the minds of consumers. The exam of the purchaser adventure and touchpoints at Walmart illustrates the emblem's willpower to presenting a unbroken and enjoyable purchasing enjoy. advantages together with accessibility, consistency, and convenience are complemented with the aid of regions for development, emphasizing the non-stop need for refinement in the ever-converting retail landscape. The incorporation of the total Engagement model unveils Walmart's holistic technique to purchaser interactions, emphasizing integration, personalization, continuous engagement, and remarks loops.

Looking ahead, the recommendations for the future provide a strategic roadmap for Walmart to navigate demanding situations and capitalize on opportunities. From embracing virtual transformation to exploring untapped global markets, those suggestions align with the evolving dynamics of the retail industry. In essence, Walmart's journey displays not only a story of retail prowess but also a narrative of adaptability, innovation, and patron-centricity, and as Walmart continues to conform, its strategic advertising endeavors will absolutely play a pivotal position in shaping the destiny of retail.

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