Analysis-Walmart

Your Name (First M. Last)

Date

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The success of business organizations depends on the proper planning and execution of the appropriate business model and the aligned business strategies. The business corporation of Walmart is recognized as an established multinational retail organization. Here the particular focus is to critically analyze the business model and new market strategy for the organization of Walmart.

Business Model

The significant business model adopted by Walmart is a clear example of success for its business. There are three primary units associated with the business model approach of Walmart. These aspects recognized as Walmart U.S., Walmart International, and Sam’s Club. The strategy of low price is the critical and prominent element of the business model established by the management of Walmart (Barbaro, 2007). It is worthy to mention that Walmart sustains its leading position in the national and international market through the main perspectives of lead on price and variety of product and services. The company of Walmart is focused to provide a great experience to the customers to attain its position in the competitive business market (Carson, 2018).

New Market Strategy

The market strategy comprised of the elements of targeting and segmentation is referred to the marketing approach of Walmart. It is significant to establish that strategy of EDLP is introduced by the Walmart that attained the objective of every day low prices for the client (Sasso, Ponczek, & Chambers, 2018). The strategy of price differentiation is helpful to determine the favorable price for the organization. Lower pricing strategy initiated by the organization sustained its position as the leading retailer corporation.

In conclusion, it is essential to indicate that the marketing mix strategy of Walmart sustained its leading position in the market. The unique perspective of everyday low-cost products is successfully applied by the organization to attract more and more customers at both the local and international level.

References

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