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Walmart vs. Target

Walmart and Target are the two prosperous companies in America where most Americans shop daily. Sam Walton founded Walmart in 1962 and his only mission was to save the money of his people and help them live a better life while Target is a bit older than Walmart and was founded by George Dayton in 1902. Both the stores are low-cost retail stores with huge revenues and mostly focus on things that could be afforded by people belonging to a different financial background. They have a huge supply of different varieties of products, thus share similarities and differences at the same time. The level of similarity and difference can be seen in terms of costs, variety of products, and the services they provide to their customers.

Walmart is the world’s largest retail company that operates around 11,368 stores throughout the world and is five times larger than its primary competitor, Target. Target, on the other hand, is the second-largest retail company in the United States that operates 1743 stores throughout the country. Both the stores have expanded their business through an online delivery service because it makes shopping easy, quick and hassle-free. Being the top leading companies, both have similarities and differences regarding the costs of their products. Walmart and Target are known for their cheap products as they make everything affordable for all kinds of people. However, there are some differences as Walmart is cheaper than Target in terms of the cost of the products (Mirzayev). The prices of the products in Target are slightly higher than the prices of Walmart. For example, at Walmart, the cost of the split sheets paper towels is 14 dollars which includes 12 rolls, 168 sheets per roll, and 924 square feet total while at Target, the cost of split sheets paper towels is 12 dollars but it does not include all the items like Walmart’s split sheets. Similarly, toilet papers cost 13 dollars at Target and 10 dollars at Walmart but napkins at both the stores share the same prize. Kitchen trash bags, sandwich bags, and liquid detergents are cheaper than those at Target.

Both companies are known for the variety of products they sell and have everything in their stores, from paper towel to big machines. Walmart stores contain almost everything that Target stores lack but the quality of these products is not as good as the ones at Target and focuses more on the youthful image and profit margin (DePietro). They both generate gigantic revenues through these products but they show a difference in the amount and quality of these products. Walmart indeed sells almost everything but the quality of the products is mostly compromised by Walmart stores. One can easily find different varieties of the same product but cannot find various verities at Target stores. Customers can buy a variety of electronic products such as digital cameras, printers, MP3 players, laptops, and computers. Along with these things, Walmart also offers sporting goods, grocery items, and baby products. They mostly have a limited number of products and unlike Target, Walmart also sells the products of different brands so people who are looking for brands or a simplified style can easily get access to everything they need. The last thing about Walmart and Target is the services provided by these two companies. Walmart retailers hands down, provides several services including pharmacy, retail goods, wireless, financial and photo lab services (Barnes).

Walmart has photo services inside their stores and online and in 2006, it began to offer prescription programs for four dollars which means it offers a discounted medication for patients. The monthly prescription by Walmart for mail order services and pickup in-store is for long-term medications. It also offers many financial services that include credit cards, bill payments, debit cards, check cashing, debit cards, and check to print. However, Target does not have enough services like Walmart but both the companies provide an online service for their products and use the services of Amazon for their online products.

The discussion aimed to establish a comparison between two of the huge companies in the U.S. as both have the same mission of providing people cheap and good products. Both companies are good in their own way and hence have their own costumers.

**Work Cited:**

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