Walmart Inc.

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Walmart Inc.

Walmart Inc. is a famous American retail corporation that works beyond the borders of America. The organization has a unified and organized communication system. It has SMART communication goals. The word SMART is the acronym of five words: Specific, Measurable, Achievable, Realistic, and Timely (Gertner, 2013). The company has a separate communication department which looks after the company’s communication policy which fluctuates as per the requirement of the market. Burinskienė has conducted research on the communication process of Walmart Inc. and his book *Information and communication technologies used for electronic business development* discusses the Communication Process of the company.

Communication Process of Walmart Inc. starts when the communication department conducts a ‘Pre-Launch’ in which the stakeholders are taken into confidence before the announcement of the launch of a new product (Burinskienė, 2007). This step helps the company to have integration among different departments and a successful launch. The Launch follows the Pre-Launch and the communication department makes sure that no ambiguity or lack of confidence among different departments remains at the time of Pre-Launch. These departments include the Production, Finance, and Marketing departments. Walmart Inc. is a worldwide corporation which deals with grocery stores in different cultural contexts, therefore the communication department of the organization regards and values the impact of stereotypes in different societies and uses language and modes of communication while marketing which does not cause any alienation in those societies. They use social media sites, newspapers, broachers, and television ads for promotion purposes (Zepeda, Rodríguez, & Guzmán, 2018). They avoid using such kind of content which might offend the customers. For example, using sleeveless clothed girls for promotion in some Middle-Eastern countries like The Republic of Iran, and The Kingdom of Saudi Arabia might offend the audience and using Hijab (head-scarf used by Muslim women) girls in the context of France might not attract viewers. The communication goals of Walmart. Inc. is to keep its stores leading in the markets they are targeting and it uses all the latest media channels to achieve its goals.

**References**

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