

Wal-Mart Stores Inc – SWOT Framework Analysis

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Abstracts

Known world over, Wal-Mart Stores operate wholesale and retail stores around the world. The company is known for its wide merchandise offerings and services are offered at low prices. The company functions through three business segments, Walmart US, Walmart International and Sam's Club. The company is also into digital retail.

SWOT Analysis, is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

The aim of any SWOT analysis is to identify the key internal and external factors that are important to achieving the objective. SWOT analysis groups key pieces of information into two main categories:

Internal factors – The strengths and weaknesses internal to the organization.

External factors – The opportunities and threats presented by the external environment.

Aruvian Research analyzes Wal-Mart Stores in a SWOT analysis and looks at the company's strengths, weaknesses, opportunities and threats in this comprehensive research report.

Contents

A. EXECUTIVE SUMMARY

B. WAL-MART STORES, INC.: A BRIEF PROFILE OF THE COMPANY

C. WAL-MART STORES, INC.: SWOT FRAMEWORK ANALYSIS

C.1 Strengths to Build Upon

C.2 Weaknesses to Overcome

C.3 Opportunities to Exploit

C.4 Threats to Overcome

D. GLOSSARY OF TERMS

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