

# Wal-Mart Stores Inc in Consumer Health (USA)

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### **Abstracts**

Wal-Mart Stores Inc is the number one retailer in the US, with 12% value share of retailing. The company's "everyday low prices" and "save money, live better" slogans emphasise its founding principle, which is offering dramatically lower prices than competing merchants. Moving forward, Wal-Mart also has a strong private label business, with products spanning multiple categories. The company plans to grow sales through increased product selection and multichannel options, while continuing to...

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