

Wal-Mart Stores Inc in Retailing (USA)

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Abstracts

After experiencing marginal growth in sales per outlet over the review period, Wal-Mart announced major global store closures in 2016, in an effort to put more resources towards its Supercenters and e-commerce business. In addition, the company will focus on improving the customer experience by improving its physical stores. Wal-Mart is currently focusing on its product assortment, price, experience and access to increase in-store sales. Consistent with its everyday low prices strategy, Wal-Mart...

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