

Walmart

Save money. Live better.



- ▶ **Wal-Mart Stores, Inc., d.b.a. Walmart** /'wɒlmart/, is an American multinational retail corporation that operates chains of large discount department stores and warehouse stores.

WHAT IS WALMART?

- ▶ 1962 - Walten Brothers open the first Walmart store in Arkansas
- ▶ 1970 - Walmart becomes publicly held company
- ▶ 1990 - becomes the largest national retailer
- ▶ 1991 - international expansion (Mexico)
- ▶ 1993 - creation of "Great Value"
- ▶ 2003 - becomes the largest corporation in the world
- ▶ 2005 - controls about 20% of the retail grocery and consumables business
- ▶ 2007 - new slogan, "Save money. Live better."
- ▶ 2011 - new "Walmart To Go" home delivery system

WALMART HISTORY



WALMART STORES IN THE USA



WALMART STORES IN THE WORLD

- ▶ Discount department stores with size varying from **51.000** to **224.000** square feet.
- ▶ Include **general merchandise** and a selection of groceries.
- ▶ In **1990**, Walmart opened its first **Bud's Discount City** in Bentonville, AR.
- ▶ As of January 2014, there were **510** Walmart discount stores in the US.

WALMART DISCOUNT STORES

- ▶ Hypermarkets with size varying from **98.000** to **261.000** square feet.
- ▶ Include **a full-service supermarket** (meat and poultry, baked goods, delicatessen, frozen foods, dairy products, garden produce, and fresh seafood).
- ▶ May include a garden center, pet shop, pharmacy, Tire & Lube Express, optical center, one-hour photo processing lab, portrait studio, etc.
- ▶ In **1988**, the first Supercenter opened in **Washington, MO**.
- ▶ As of January 2014, there were **3.273** Walmart Supercenters in the US.
- ▶ The **largest** Supercenter is located in **Albany, NY**. The **2nd largest** is in **Lewisburg, PA**.



WALMART SUPERCENTER

- ▶ Grocery stores with size about **42.000** square feet.
- ▶ Include full lines of groceries, pharmaceuticals, health and beauty aids, photo developing services, and a limited selection of general merchandise.
- ▶ In **1998**, the 1st store opened in **Bentonville, AR**.
- ▶ As of January 2014, there are **333** Walmart Neighborhood Markets.



WALMART NEIGHBORHOOD MARKET

- ▶ **Small discount stores** with a range of services from simple grocery shopping to check cashing and even gasoline service.
- ▶ The concept is focused on **small towns** that are not able to support a larger store, and in large cities where **physical space is at a premium**.

WALMART EXPRESS



THANK YOU FOR
YOUR ATTENTION!

WAL★MART®

