

LARGER THAN LIFE

A CELEBRATION OF GREATNESS

Riding Retail Boom

Wal-Mart Stores, Inc. is an American public corporation that **runs the largest grocery retailer in the United States, with an estimated 20% of the retail grocery and consumables business, as well as the largest toy seller in the US. Founded by Sam Walton in 1962, it is the largest private employer in the world and the fourth largest utility or commercial employer, trailing the British National Health Service, and the Indian Railways. Wal-Mart also owns and operates the North American Company, Sam's Club.** It is the world's largest public corporation by revenue, according to the 2008 Fortune Global 500.

It operates in Mexico as Walmex, in the UK as ASDA, and in Japan as Seiyu. It has wholly-owned operations in Argentina, Brazil, Canada, Puerto Rico, and the UK. Today, 7,390 Wal-Mart stores and Sam's Club locations in 14 markets employ more than 2 million associates, serving more than 200 million customers per year.



WAL★MART®

Founded in 1962





A typical Wal-Mart discount department store in Laredo, Texas.



Sam Walton's original Walton's Five and Dime store in Bentonville, Arkansas, now serving as the Wal-Mart Visitor's Center

History

Sam Walton, a businessman from Arkansas, began his retail career when he started work on June 3, 1940, at a J.C. Penney store in Des Moines, Iowa where he remained for 18 months. In 1945, he met Butler Brothers; a regional retailer that owned a chain of variety stores called Ben Franklin and that offered him one in Newport, Arkansas.

Walton was extremely successful in running the store in Newport, far exceeding expectations. However, when the lease came up for renewal, Walton could neither come to agreement on the existing store's lease renewal nor find a new location in Newport. Instead, he opened a new Ben Franklin franchise in Bentonville, Arkansas, but called it "Walton's Five and Dime." There he achieved higher sales volume by marking up slightly less than most competitors.

On July 2, 1962, Walton opened the first Wal-Mart Discount City store located in Rogers, Arkansas. **Within five years, the company expanded to 24 stores across Arkansas and reached \$12.6 million in sales.** In 1968, it opened its first stores outside Arkansas, in Sikeston, Missouri and Claremore, Oklahoma.



Sam Walton

Founder Wal - Mart Stores

Recent initiatives

In October 2005, Wal-Mart announced it would implement several environmental measures to increase energy efficiency. The primary goals included spending \$500 million a year to increase fuel efficiency in Wal-Mart's truck fleet by 25% over three years and double it within ten, reduce greenhouse gas emissions by 20% in seven years, reduce energy use at stores by 30%, and cut solid waste from U.S. stores and Sam's Clubs by 25% in three years. **CEO Lee Scott said that Wal-Mart's goal was to be a "good steward for the environment" and ultimately use only renewable energy sources and produce zero waste. The company also designed three new experimental stores in McKinney, Texas, Aurora, Colorado, and Las Vegas, Nevada. with wind turbines, photovoltaic solar panels, biofuel-capable boilers, water-cooled refrigerators, and xeriscape gardens.**

Business Model

Wal-Mart's business model is based on selling a wide variety of general merchandise at "Always Low Prices. The company refers to its employees as "associates". All Wal-Mart stores in the US and Canada also have designated "greeters", who welcome shoppers at the store entrance. **The company focuses on selling more popular products and often pressures store managers to drop unpopular products, as well as asking manufacturers to supply more popular products. More than 70% of the goods sold in Wal-Mart are manufactured in China.**

Customer base

Each week, about 100 million customers, nearly one-third of the U.S. population, visit Wal-Mart's U.S. stores.

In 2006, Wal-Mart took steps to expand its US customer base, announcing a modification in its US stores from a "one-size-fits-all" merchandising strategy to one designed to "reflect each of six demographic groups African-Americans, the affluent, empty-nesters, Hispanics, suburbanites and rural residents. Around six months later, it unveiled a new slogan: "Saving people money so they can live better lives". This reflects the three main groups into which Wal-Mart categorizes its 200 million customers: "brand aspirationalists" (people with low incomes who are obsessed with names like KitchenAid), "price-sensitive affluent" (wealthier shoppers who love deals), and "value-price shoppers" (people who like low prices and cannot afford much more).



Awards & Recognition

Over the past four decades, Wal-Mart has been proudly serving the communities where it operates. Here is just a sampling of the company's recent recognition:

2008

- Top 50 Employers of Women Engineers – Woman Engineer Magazine
Corporate Partner of the Year – National Association of Women Business Owners
- Best Green Companies – Working Mother Media
- Top 100 Employers for the Class of 2008 – The Black Collegian
- Spirit of Excellence Award – American Bar Association
- Top Companies for Asian Americans – Asian Enterprise Magazine



A typical Wal-Mart discount department store in Laredo, Texas.