

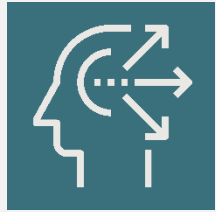


SWOT ANALYSIS

Walmart 2024

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SWOT ANALYSIS Summary Walmart 2024

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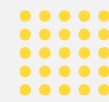




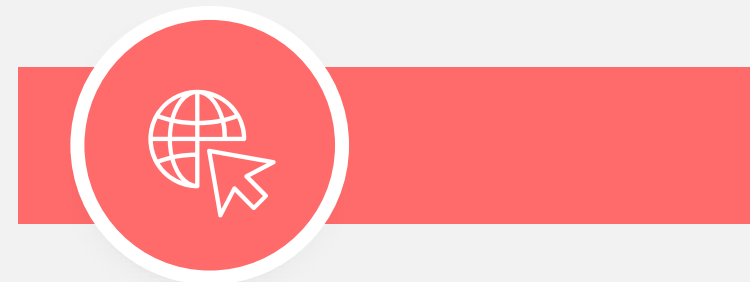
SWOT ANALYSIS – Walmart 2024



STRENGTHS



- Massive scale and global presence with over 10,500 stores across 24 countries
- Efficient supply chain and distribution network enabling low costs
- Pricing power and strong brand reputation for affordability
- Diversified revenue streams beyond retail (financial services, advertising, e-commerce)



WEAKNESSES



- Labor issues with low wages, poor benefits leading to high employee turnover
- Vulnerability to cyber risks and data breaches with large customer data
- E-commerce operations lagging behind rivals like Amazon
- Overreliance on U.S. market for majority of revenues



OPPORTUNITIES



- Strengthening online capabilities to capitalize on \$6.3 trillion e-commerce market
- Expansion into new international markets like Asia, Africa, Middle East
- Sustainability initiatives appealing to eco-conscious consumers
- Leveraging data analytics and AI for personalization and optimization



THREATS



- Intense competition from e-commerce giants, discount retailers, and retail disruptors
- Regulatory risks around labor, antitrust, environment, data privacy
- Changing consumer preferences towards conscious consumerism and local businesses
- Economic downturns impacting consumer spending power

