SEARS, ROEBUCK AND CO. VS. WAL-MART STORES

INTRODUCTION

The case Sears, Roebuck and Co. vs. Wal-Mart Stores presents one of the major competitive struggles of two merchandising threats in America. First off, there is lessons on strategic management that can be derived from this case through realization of poor performance in operations, failure to market and understand the customers among other areas of conflict.

BACKGROUND

Sears, Roebuck and Company; an American based retail company that was a force to reckon with in most of the twentieth century. But then again, the increase in competition in late twentieth century by Wal-Mart materialized changed the tides utterly.

CHALLENGES FACED

These problems include among others operational inefficiency and overdependency on mail-ordering. It did not update its inventory tracking system and never adjusted for competitive pricing on which Wal-Mart excelled. Another problem that Sears was coping with was the decreased customers' loyalty because the company failed to meet the new trends that consumers demand.

CONCLUSION

The Sears vs. Wal-Mart is a good example of what happens when a company does not continue to adapt to change and stay close to customers. It becomes necessary for companies to adapt to market changes, for failure to do so means that a more nimble competitor such as Wal-Mart will take over.

RECOMMENDATION

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