

# Hal Mart Case

# Introduction

The main focus of the Hal Mart case analysis is to understand the various complications which a retail conglomerate comes across while navigating through the strategic management arena. This requires addressing many issues such as determining the nature of the current market and the operational environment or understanding the competitive threats.

# Problem Identification

The major problem of Hal Mart is the declining growth rate as it faces increasing competition and rapid changes in its environment. e-WOW The physical stores such as Hal Mart are realizing less customers' traffic because of e-commerce facilities.

# Strategic Analysis

According to the result from the SWOT analysis, Hal Mart has opportunities such as possessing a large number of stores, well established brand image, and customers' loyalty. However, weak signals include limited internet operations, significantly high operation costs threaten the existence of Toyota.

# Conclusion

In conclusion, Hal Mart must provide a unique omnibrand retail strategy, which seeks to merge conventional stores with online service. Thus, the successful application of these strategies will guarantee long-term development and sustain competition in a rather unfavourable environment.

# Recommendation

This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

Resource: visit [thecasesolution.com](http://thecasesolution.com) for detailed analysis and more case studies.