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WALMART MARKET SURVEY



Introduction

Walmart Market Survey case solution is based on the retail behemoth's management endeavours to strengthen competitory advantage and comprehend consumption tendency. To further enhance its services, Walmart will coordinate the existing services and products to match the market demands as well as customers requirements.





Methodology

To this end, Walmart uses both descriptive and inferential research methods. This can include online polls, Global discussion Group, and some interviews conducted within stores. The information gathered include the demography of consumers and their shopping habits together with their attitude towards competitors.



Key Findings

The analysis of the case identified a number of important conclusions.

Many customers consider the relatively low prices and a large assortment of products in Walmart; many customers are worried about the cleanliness of stores and inadequate service. Moreover, the survey shows the increasing popularity of the online store, and, therefore, the necessity of Walmart's development of e-commerce.



Conclusion

Discussing the Walmart Market Survey case solution highlighted the needs of a client, especially in serving a competitive market. The collected survey information will help Walmart to make relevant decisions and improve its position in the market as well as customers' satisfaction.

RESOURCE

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