

**UNIT 1 : EVOLUTION OF MARKETING DIGITAL**  
**ASSIGNMENT 1**



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**ASSIGNMENT 1****WALMART MARKETING MIX****TASK 1**

Walmart Logo

Walmart is an American discount department store chain, began 1950 when businessman Sam Walton purchased a store from Luther E. Harrison in Bentonville, Arkansas, and opened Walton's 5 & 10. The Walmart chain proper was founded in 1962 with a single store in Rogers, expanding outside Arkansas by 1968 and throughout the rest of the Southern United States by the 1980s, ultimately operating a store in every state of the United States, plus its first stores in Canada, by 1995. The expansion was largely fueled by new store construction, although the chains Mohr-Value and Kuhn's Big K were also acquired. The company introduced its warehouse club chain Sam's Club in 1983 and its first Super center stores in 1988. By the second decade of the 21st century, the chain had grown to over 11,000 stores in 27 countries. In the video below you will see Walmart history <https://youtu.be/D5xKm8tf9Ks>

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Product



Figure 1: this image shows the Great Value Walmart own Brand Products. Seattle USA (2020)

### Product

Walmart stores sell a wide variety of products. They bring to the market what customers want. Selling and promoting a product that people want is easier than trying to introduce innovation in the market, one of interesting facts of the franchising is that they have they own brand products in all they stores around the world The following video will show you consumers buying great value products by Walmart and they opinion.

<https://youtu.be/JkPC5OHWW8o>



Figure 2: This Image Shows Walmart own Brand Products: Price First  
Seattle USA (2020)

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## Product



Figure 3: This Image is a Equate Product By Walmart Own Brand By Walmart. Seattle USA (2020)

Equate Products by Walmart are very popular  
Because of they quality and good affordable Price  
This video will show a little explanation about Equate  
Products recommendation. Seattle Aug13, (2020)  
<https://youtu.be/COa-RyGPFFM>

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## Walmart

### Price



Figure 4: This Image Show an Idea Of Walmart Low Prices Advertises they Products USA (2020)

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## Price

The product influences its future success and long-term continuity. It determines the profits realised from the sale and the competitiveness of the product in the market. If the product is priced high, the profit per unit sold will be high. On the other hand, if the prices are low, demand is more likely to be high. Companies can either go high value, low volume or low value, high volume. Walmart has perfected its price positioning in the following ways:

- Customer-friendly prices and focus on bulk sales to maximize sales rather than overpricing products.
- Excellent procurement strategies that enable the company to bargain with the most affordable players in the supply chain to keep prices low.
- Diversification ensures that complimentary goods can drive the sales of other products if one is under-promoted.
- Varying purchase options, with the ability to pay cash, or to pay instalments for larger purchases (such as in the case of appliances or furniture). The Video below it will show you how Walmart is making money selling Products low cost. USA. Sep 8 (2017)

<https://youtu.be/XduHK6XRxSo>

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## Price

**Walmart**

**BLACK FRIDAY BEGINS THURSDAY 11/23 6PM**

**IN STORES ALL DAY ONLINE**

**SAVE \$70**  
**\$129\*** each  
iPhone® 6 on Straight Talk® Wireless  
• 32GB  
• New \$199  
\*See page 8 for Straight Talk details.  
Straight Talk

**SPECIAL BUY**  
**\$148**  
Hover-1® Freedom Hoverboard  
• Also available in red

**39"**  
**Element® 39" Class Smart TV**  
• 38.5" diagonal screen size  
• Includes many more built-in apps  
VUDU NETFLIX

**4K**  
**55"**  
**SHARP 55" Class 4K Smart TV**  
• 54.6" diagonal screen size  
• Includes many more built-in apps  
VUDU NETFLIX

**\$299**  
Nintendo® Switch™ Console with Neon Blue and Neon Red Joy-Con  
• Also available with gray Joy-Con controllers in select stores

**SAVE \$20**  
**\$29**  
Google Home Mini  
• Purchase any Google Home product and get up to \$25 off a Walmart order through Google Express  
• Also available in charcoal  
• Get answers from Google  
Max \$40  
Google Home Mini maximum 6 per person.  
\*See page 9 for offer details.

**\$25 SHOPPING OFFER**  
Google Home Mini

**SPECIAL BUY**  
**\$5** each  
Select DVD Movies  
DVD  
ALSO AVAILABLE  
Blu-ray  
\$7

Figure 5: This photo shows Walmart Low Prices in a Black Friday Bentoville, Nov 9, (2017)



### Price



Figure 6: This Photo shows Walmart is known for its low prices, which it has codified in its Every Day Low Price guarantee. USA, Apr 8, (2019)

Walmart is known for its low prices, which it has codified in its Every Day Low Price guarantee. The Video bellow you will see Pricing Strategies You See Everyday at Walmart. Nov 12, (2019)

<https://youtu.be/uR1qPm4OkaY>

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### Place

This element of Walmart's marketing mix helps attract customers by making shopping convenient in terms of strategic physical locations of stores and the high accessibility of online services. The combination of online and non-online distribution channels for retail and other services maximizes the company's reach in its target markets around the world. In a way, this element of the marketing mix relates to Walmart's corporate structure based on how the organizational design involves divisions for e-commerce and non-online operations.



Figure 7: This photo Shows A Walmart Supercentre in Thornhill, Ontario, Canada. Aug 22, (2018)

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## Walmart

## Place



Figure 8: This Photo shows a Retail giant Walmart in West Louisville.  
Oct 29, (2016)

The Video Bellow it will show you a tour at Walmart Supercenter the Big store in Orlando May 19, (2019).  
<https://youtu.be/NqoJpSSFiOo>



### Promotion

Walmart's promotional mix is composed of advertisements, sales promotions, personal selling, and public relations. The company advertises on newspapers, television, and websites, also outdoors Truckside Advertisement. On the other hand, sales promotions in the form of special deals and discounts are used to attract more consumers to Walmart stores and websites.



Figure 9: This Photo shows a Walmart Advertisement outdoors truckside advertising US June 12, (2019)

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## Walmart

### Promotion



Figure 10: This Photo Shows Walmart Advertising Online Services Free shipping (no cost, no order minimum) Madison Square Garden Sport Corp Dec 30, (2020)

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## Promotion



**Figure 11: This Photo Shows you Walmart Advertisement Galactic characters play a role in the Big Game ad for the big box retailer. US January 29, (2020)**

Walmart, which was founded five years before the First Super Bowl in 1967, has held out as an advertiser in the Big Game for more than 50 years. In 2020, however, that streak will end as the retailer debuts its first ad in the first quarter of Super Bowl 54. You will see in the Link Bellow Walmart Super Bowl Commercial 2020 Famous Visitors.

<https://youtu.be/KhLensmQfEQ>

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## Physical Evidence

Walmart Physical evidence refers to everything The customers see interacting with The business. This includes: the physical environment where you provide the product or service. the layout or interior design, Logo, Website, Product



Figure 12: This Photo Show you a example of a Walmart Physical Evidence Trolley with Walmart Logo Shop Bags very Personal US (2019)

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### Physical Evidence

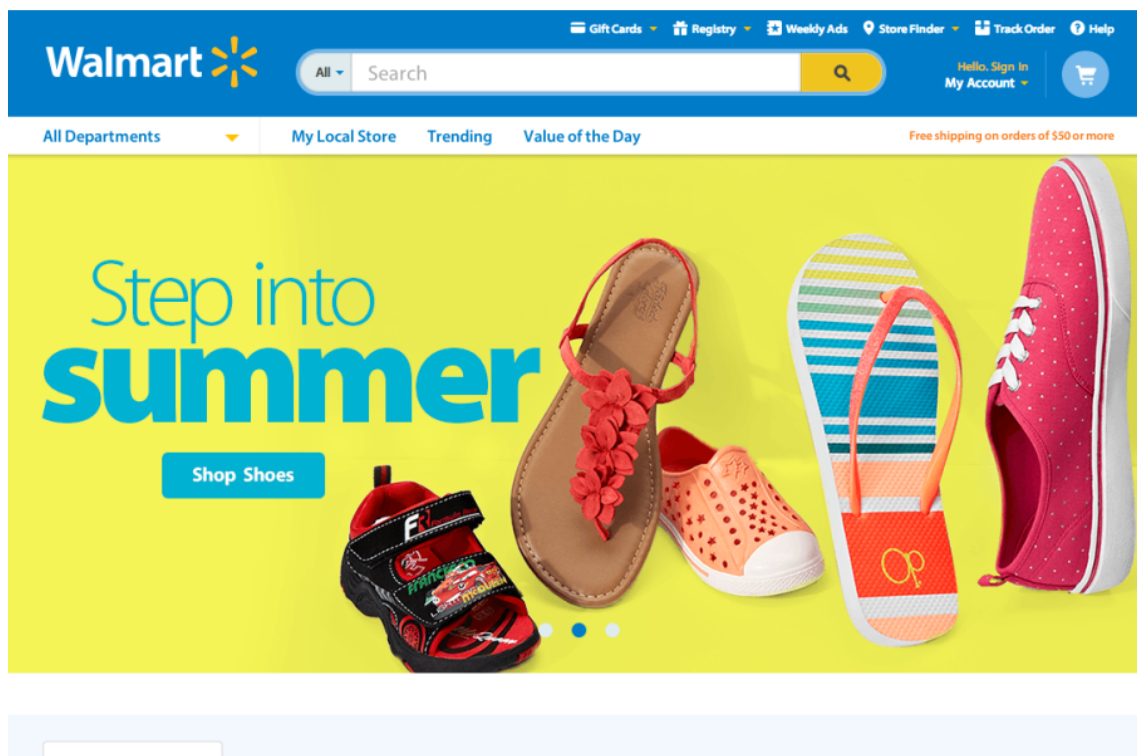


Figure 13: This Photo Shows The Walmart Website very Easy to Access and Buy Stuff Online another Source of Physical Evidence. US (2019)

In this video we will see the basic steps of online shopping, as well as secure Walmart websites.

<https://youtu.be/igkXVf9JGDE>

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### Process

Process is another element of the services, Walmart always have a friendly helpful associates in the Customer Service and Call Centers. they'll answer questions, provide up-to-date information, and address concerns—all with the utmost sense of care. The Good Customer Service is a very Important Part of The Business



**Figure 14: The Photo Shows Customer Service and Walmart Call Centers they are Always Ready to take Phone Calls To Help Customers With They Queries and Solve Problems. US (2020)**

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## Process



Figure 15: This Photo Shows Employees they duty directing shoppers, to open registers or tidying shelves. Ohio (2006)

In this Video you will see people who work to make sure that Walmart have what is right for They customers. The Products before they came to the Store The hole process Before its Ready to Sell

<https://youtu.be/a8yDLkQ5a7U>

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### People

People are one of the most important elements And if the retail outlets are not handled with the right people, the Product will not be sold, the right people are important in product as well servicing marketing mix in the current marketing scenario.



Figure 16: This Photo you See Walmart Staff in they stores helping People With Products Purchasing. US June 27, (2017)

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### People



Figure 17: This Photo shows you People Staff and Customers. US (2019)

Walmart employs more than 2.2 million People around the world — nearly 1.5 million in the U.S. alone. In the Video Bellow you will see a example of a Store Manager how she got her opportunity to grow.

<https://youtu.be/jGylPhBVBbs>

**ASSIGNMENT 1****WALMART MARKETING MIX****TASK 2**

## **Walmart Promotion Strategy**

Promotional strategy is one important component in the marketing mix of Walmart. They have some methods like regularly uses sales promotion in the form of special deals and discounts. Walmart makes use of advertising, sales promotion, public relations, and other methods to take its messages to the target audience. It has a massive advertising budget and invested 2.75 billion U.S. dollars in advertising in the United States in 2019 (Guttmann, 2020). Walmart has used newspapers, TV, the Internet and other advertising methods over the years.

The pricing strategies adopted by Walmart like “Everyday low prices”, “value of the day” increases the sales turnover. Walmart Promotes his low Prices all over. The Possible ways of communications to show people that They have the best Prices, Value and Good Quality always ready. The American Multinational Walmart offers coupons that you can print and use at your local Walmart store Walmart also is available online By the website for online shopping, The Company In September 2016, Walmart purchases E-Commerce Jet.com founded in 2014 by Marc, to start competing with Amazon.com. Jet.com has acquired

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## Walmart

its own share of online retailers such as Hayneedle in March 2016, Shoebuy.com in December 2016, and Modcloth in March 2017. With those modern technology Walmart changed for better and now Grows Everyday



The first-ever Walmart store opened up on July 2, (1962) in Rogers, Arkansas.

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## **Conclusion**

We can conclude that Walmart Promotional Strategy delivers quality merchandise for the lowest prices possible. Besides building a reputation, it always maintains a high position in terms of strong logistics, Supply chain management , and efficiency. Walmart is well known for its slogan – "Always Low Prices," making it one of the key customer-centric approaches to be a market leader consistent. Walmart has perfected its price positioning in the following ways: Customer-friendly prices and focus on bulk sales to maximise sales rather than overpricing products. Excellent procurement strategies that enable the company to bargain with the most affordable players in the supply chain to keep prices low. Walmart thinks the People are the best way of promoting they sales and interests They know how to show People the best way of shopping from the instore to the online

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### ASSIGNMENT 1

#### WALMART MARKETING MIX

#### TASK 3

### Blog

Please See on the attached Link the first Blog Post  
About Walmart Marketing Mix

[https://monisemarketing.wordpress.com/2021/02/06/  
walmart-marketing-mix/](https://monisemarketing.wordpress.com/2021/02/06/walmart-marketing-mix/)

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