The impact of Wal-Mart on the British retail market



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THE IMPACT OF WAL-MART ON THE BRITISH RETAIL MARKET



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GRIN Verlag. Paperback. Condition: New. 92 pages. Dimensions: 8.0in. x 5.8in. x 0.4in.Diploma Thesis from the year 2002 in the subject Business economics - Miscellaneous, grade: 2, 7 (B-), University of Applied Sciences Regensburg (Business), 44 entries in the bibliography, language: English, abstract: Wal-Mart In 1945 Sam Walton opened his first variety store in Newport, Arkansas. It was a Ben Franklin franchise. After five years it became the number-one Ben Franklin Store for sales and profit within six American states . In 1950 Sam Walton opened Waltons Five and Dime store in Bentonville, Arkansas, where Wal-Marts headquarter is still based today. It was only the third self-service variety store in the United States of America. Though it was still a Ben Franklin franchise Sam Walton bought in much more products from other sources . After successfully rolling out this model into other towns he and his brother James Bud Walton launched their first Wal-Mart in Roger, Arkansas in 1962. It was their first independent store. In 1969 Wal-Mart stores were incorporated as Wal-Mart Stores, Inc. Shortly after, in 1970, Wal-Mart now operating 18 stores with an annually turnover of 44 million went public. In the same year they opened their first distribution centre and their home office in Bentonville, Arkansas. With sales of 1. 2 billion and 276 stores the companys stock was approved and listed on the New York Stock Exchange in 1972. This Text is looking at the impact Wal Marts expansion outside the US has had on both the UK and the German grocery market places. It contains a demographic market analysis of both the German and UK grocery market and deals with possible movements caused by Wal Marts entry to these markets. It also provides an overview of its US operations and long term strategy. Part...



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