Steven Scheyer: Renegotiating the Newell Rubbermaid Relationship With Wal-Mart, Video
Caseism.com
Wal-Mart Stores Inc. Background
Caseism.com
Founded in 1962 in Rogers, Arkansas
Current CEO: Mike Duke
8,416 Stores and Club locations
14 Markets employ 2.1 million associates
Serves 176 Million customers per year
Fiscal Year 2009-2010: $405 Billion in Sales
Ranked 1st amongst Retailers in Fortune Magazine’s 2009 “Most Admired Companies”
Purpose: “Saving people money so they can live better.”
Caseism.com

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“If we work together we’ll lower the cost of living for everyone...we’ll give the world an opportunity to see what it’s like to save and have a better life.”-Sam Walton
Caseism.com

Wal-Mart Corporate Culture Values
1. Respect for the Individual
2. Service to our Customers
3. Striving for Excellence
Caseism.com

Sam's Club Background