

## Walmart Case Study

Many companies are global; therefore cultural understanding is a key part to a successful business globalization provides better opportunities to company investing in a new market. The internationalisation of business has exposed firms to large range of norms for doing business; therefore they need to determine value assumption. This essay will show how Wal-Mart the largest retail chain details with cultural difference when opening its doors to Japan Market. "Wal-Mart cannot directly transfer its' corporate culture of low-cost, high -bulk model, hugely successful in US, to Japan." Wal-Mart is moving into a complete new market, they must enter the market as a blank canvas. Roger Mark clear state in order to have global success, "it's no longer enough to have a hot new product that will save time, or a novel idea that could revolutionize an industry. You also need to understand the cultural values, behaviour styles, negotiating techniques and business practices of the country where you are doing business." Wal-Mart and Japan have different habits. Wal-Mart is moving more to cut middleman and forcing stores to remain open for 24 hours. The Japanese culture is based more on fresh produce and in high demand for perishable goods rather processed food. They are known for the high demand of quality good and high income. Wal-Mart is trying to force their low cost high bulk and badly quality product on the Japanese market. The company must wonder if their own corporate culture is enough to solve the problems with diverse cultures. If the company itself does not understand the cultural differences it faces can it reap the benefits? Culture is comprised of both value and norms.

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