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by Assgn Ment

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1. Walmart's failure in Germany may be summarized by its lack of understanding of the cultural values in Germany. The organization didn't attempt to understand German culture. For instance, unlike in the US, where customers are able and willing to take risks, in Germany, customers have quite a low attitude towards risk. Numerous workers left the organization acquisition, and there was no trust between the existing employees and the new management. The firm insisted or rather forced English as the official language, and the management made no efforts in connecting with the new workers. The workers were quite unhappy with the quality of the products they sold. The firm was unable to lay down workers in Germany as easily as it did in America. There were strict laws in this regard, and labor unions played a fundamental part.

2. Wal-Mart is among the biggest retailers in the US, and everyone expected the company to excel in Germany as it did in the US. However, this was the opposite. According to reports, the decision's made in Germany, and the reasons for the company's failure are due to the new management by the company, which, according to reports, made no attempts to bond with neither the workers nor the customers. Apart from culture, Walmart's decisions were influenced by the stiff competition witnessed in the German retail industry, the inability to replicate the high customer satisfaction in the United States market, the failure of everyday low prices strategy, and finally, the bad acquisition strategy.

3. Entering a new market isn't an easy task and requires adequate planning and analysis. I would recommend the following to Wal-Mart as it prepares to enter the new market:

a) Walmart is well known for its in-store selection and variety. The firm may transfer their various products selection into a new international market since different nations have different goods/products. Wal-Mart may deliver their products into international nations like Germany to

deliver their culture. Still, they also need to combine with the locals by adding local products to attract buyers.

b) Customer service: Based on the rules and regulations of other nations, Wal-Mart may change some of their customer policies to suit the new market. This will be a great way to provide suitable services for the new market.

References

Abey, F. (2017, November 7). Why did Walmart fail in Germany? Retrieved September 16,

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