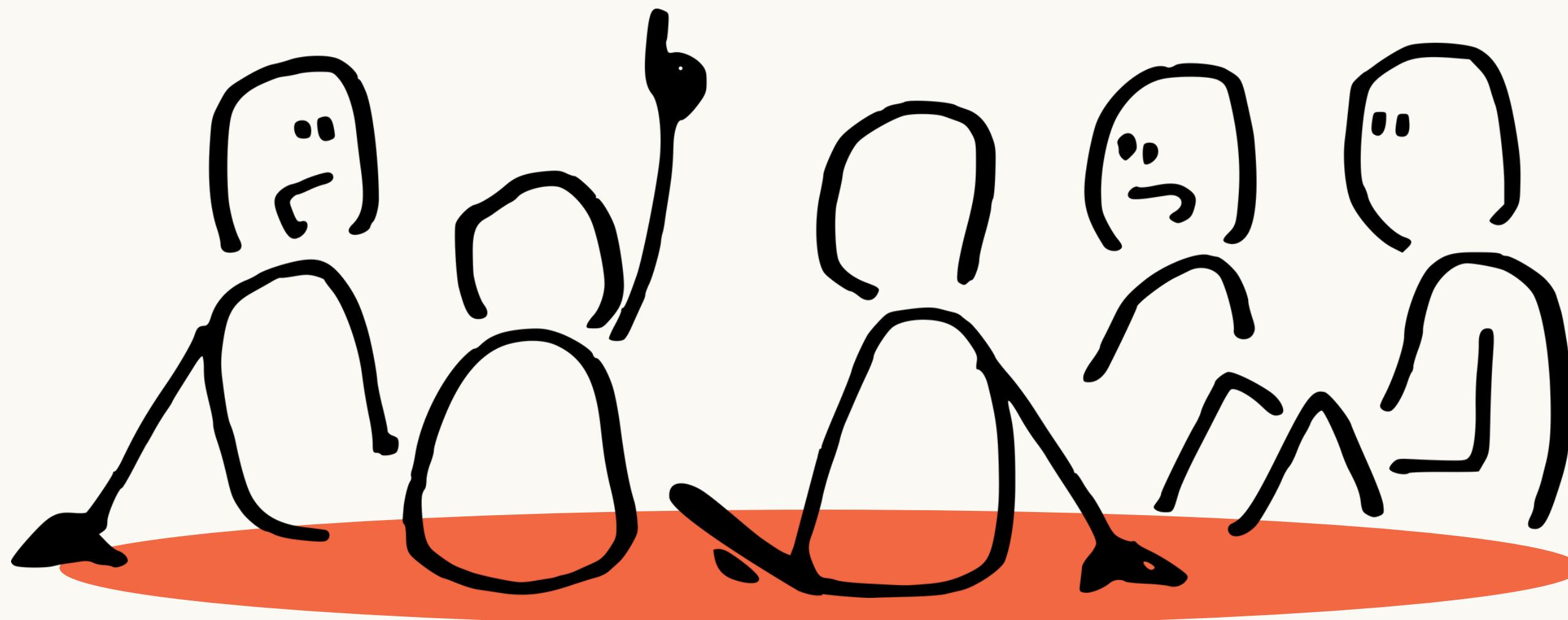


WalmartxBharti

Julie Acosta

Sustainable
Business



Strategic Communication Analysis

Stakeholder Identification

→ **Walmart** 

Expand into India's growing retail market and accessing local distribution networks

→ **Bharti** 

Leverage Walmart's knowledge in supply chain operations and management systems

→ **Employees (Walmart & Bharti)** 

Value job security, fair treatment and training

→ **Indian Citizens** 

Gain from economic growth and retail infrastructure

→ **Indian Government** 

Concerned with FDI compliance, job creation, and local sourcing

→ **Indian Consumers** 

Seek affordability, product quality, and trust

→ **Local Retailers & Trade Unions** 

Fear displacement by large retail chains

→ **Media & NGOs** 

Monitor ethical supply chain practices

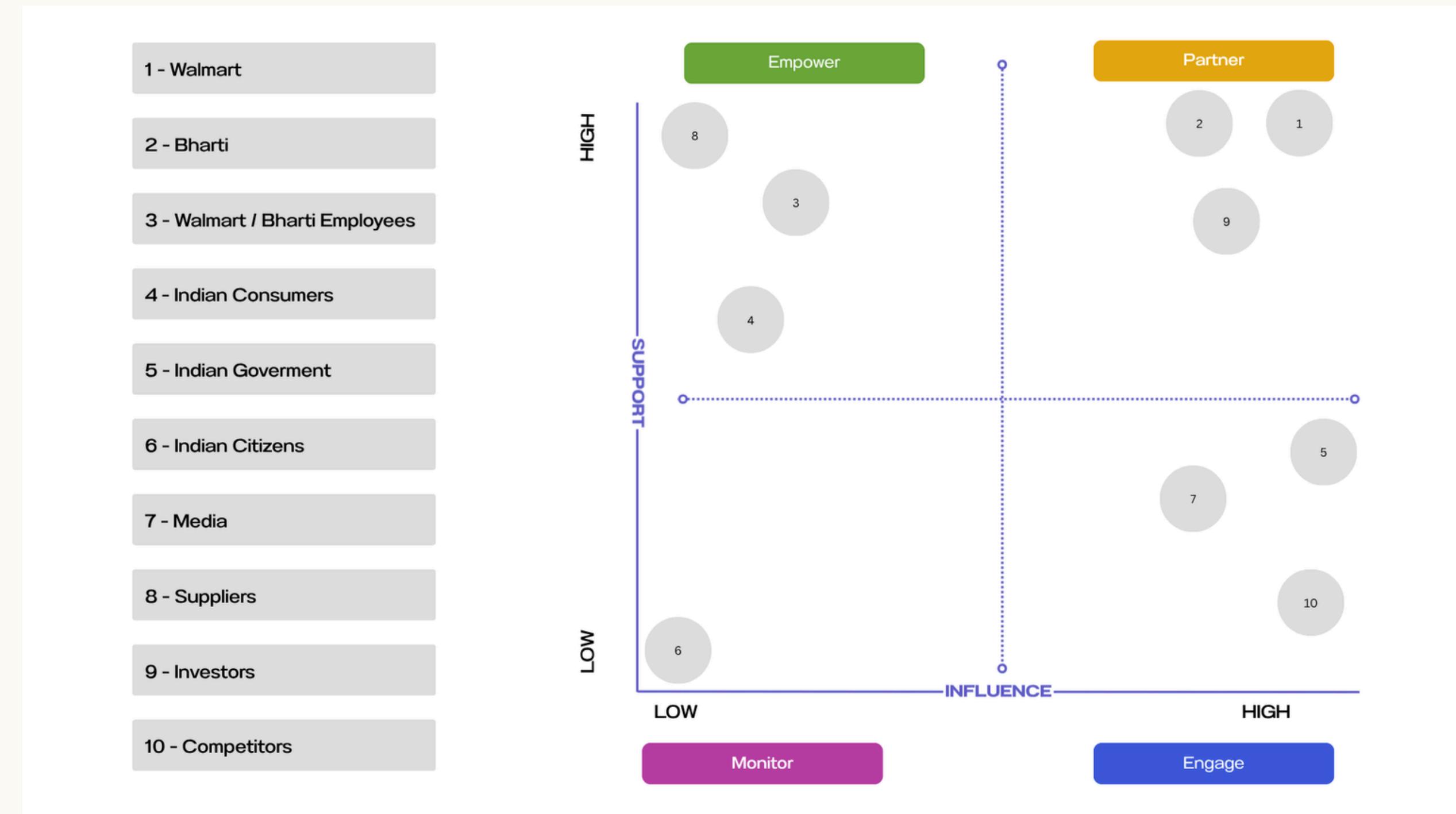
→ **Suppliers** 

Access to larger retail network

→ **Competitors** 

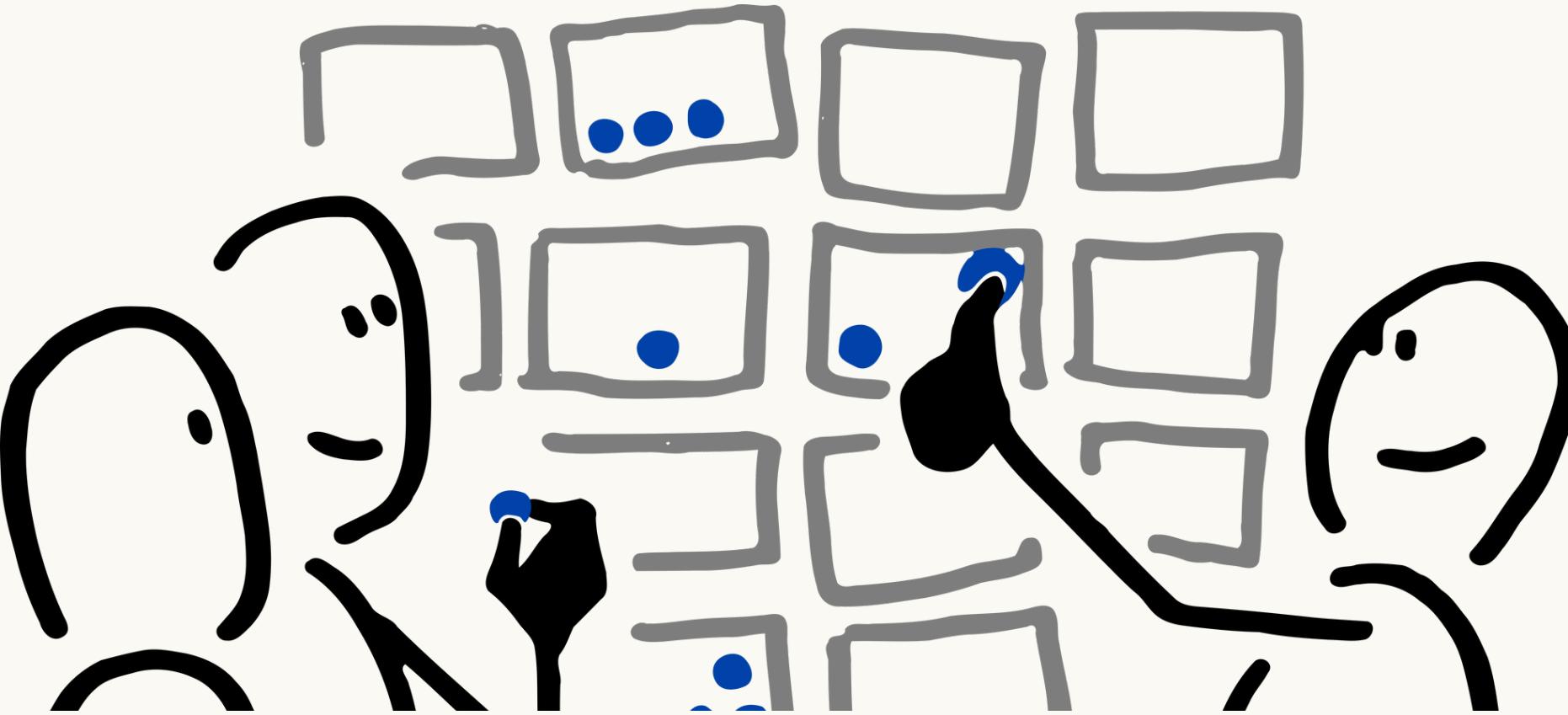
Monitor the new market strategies and pricing

Stakeholder Map



Strategic Communication Plan

Strategy Alignment: Communication tied to Walmart's global values of opportunity, sustainability, and community.



Message Strategy

- Highlight Walmart's collaboration with Bharti to strengthen local relevance.
- Promote local job creation, enhance supply chain networks, and support small farmers.

Channel Strategy

Government Relations

- Policy dialogues, public statements, and compliance transparency.

Employees

- Internal newsletters, leadership briefings.

Public/Consumers

- Media campaigns, CSR storytelling, local language adaptation.

Feedback Loop

Monitor media sentiment, consumer response, and policy shifts to adjust messaging.

Challenges & Opportunities

The Challenges

- Cultural and regulatory differences between U.S. and Indian markets led to **miscommunication and delays**.
- Walmart struggled to adapt its **centralized decision-making** style to Bharti's **relationship-driven** approach.
- **Supply chain inefficiencies** and conflicts over sourcing policies created tension with local vendors
- **Public perception issues** due to foreign ownership concerns and fear of small-business displacement



The Opportunities

- Opportunity to **strengthen local partnerships** and demonstrate social responsibility through fair sourcing.
- **Knowledge exchange**: Bharti's local expertise + Walmart's global systems could enhance efficiency.
- Expansion into India's **growing retail market** through adaptation to local consumer habits.
- **Sustainable business model** potential by aligning with India's developmental goals (education, job creation, training).

Thank you!

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