Sam Walton (1918-1992)
Employees
Bad relationship
Profit sharing (associates)
Logistics
distribution centre
Cross-docking!
Value adding activity
central sourcing
warehouse
shop location
1 day drive from logistics centre
Reconnaissance by plane
Information
POS
Transparent
reliable
up-to-date
IT
SKU
History 65 weeks
Operations
real revolutionary operations cannot be made by changing existing ones
new culture
dell
apple
other's good ideas
Copy
Benchmark
Implement
pull-in items
Some product where given away to get people in
grouping the goods into departments
Calculate inventory rotation to optimise shelf
Transparency through weekly reporting
best selling item
Weekly promotion
These meetings became tradition
Low corporate overheads
define
Never spend money on useless things
cult like
Wal-Mart : one of most efficient logistics systems
SKU: Stock Keeping Units
POS: Point Of Sale data
Always centred on the customer
First department store
Self-service was to be invented
Was limited in his action by the franchise (Ben Franklin)
Learn the importance of pricing
heading to global sourcing
happy people buy more
popcorn
ice-cream
First Wal-Mart
made his own shelfs
Feedback every week
detect trends
ex.: Hula Hoop
Took the risk because he was convinced of his idea
Sell for less
Satisfaction guaranteed by Sam
ford