

Merchandise Growth Strategy

Breakout Session





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Merchandising team





























Walmart Canada's strategy



Strong core business Canada's fastest growing Unbeatable prices Supercentre rollout One-stop shop Financial services Easy shopping E-commerce We sell the products customers want at unbeatable prices Buy for less Develop talent Engaged associates Inventory reduction Operate and move for less Leaders in sustainability Better, simpler, cheaper, faster Great place to work



Driving the productivity loop – merchandising led







Buy for less – global leverage



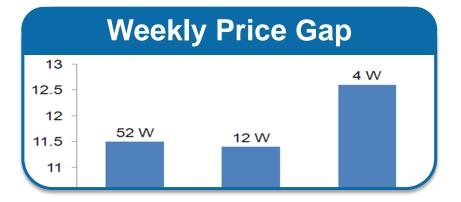


- Direct imports growth
- Supply base synergies with U.S. and U.K.
- Fresh food sourcing
- Leverage U.S. private brands



Sell for less – unbeatable prices









- Price gap on basket continues to widen
- EDLP and Rollback equity
- Ad Match creates trust and loyalty with customers



Grow sales – own seasons and events











- Leverage price leadership
- First to market with family solutions
- Destination for kids' firsts

One sight, one sound



Grow sales – Easter











Grow sales – Halloween











Grow sales - Christmas













Grow sales – food private brands



Core Grocery



- Everyday essentials
- Lowest price point
- Over 1,500 items
- 200 new items in 2012

Premium Grocery



- Premium quality
- Innovative products
- 120 items in 2011
- 185 new items in 2012

Fresh



- Freshest ingredients
- In stores end April
- 40 items in 2012
- Bakery and deli

Double private brand penetration by 2015





Mark Conway

Vice President, Apparel





Video – Walmart colours



Where we were











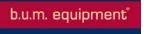










































Apparel today



George.









Grow sales - George.... monobrand



Price



Style



Quality







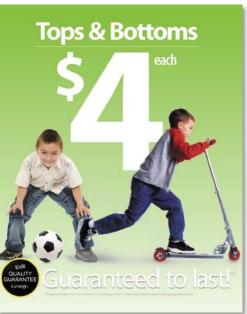


Wal-Mart Stores, Inc.

Grow sales – focus on price







- Unbeatable price
- Destination for value
- 60-day Rollbacks
- Core programs –
 never be beat



Grow sales – focus on kids





- Price leadership
- Refresh the basics
- More colour and fun
- Quality guarantee



Grow sales – focus on essentials





- Unbeatable price
- Assortment, breadth and depth
- 4 non-seasonal events
- Best-in-class in stock



In summary



- Grow private brand
 - Price + Style + Quality
- Raising the bar on value
- Destination for essentials
- First choice for the whole family





Shelly Kiroff

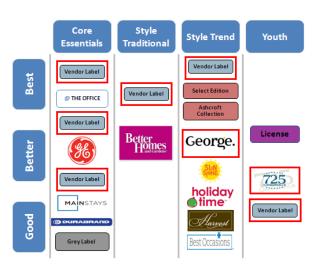
Vice President, Homelines



Grow sales – home private brands



Current Home Brand



Future Home Brands

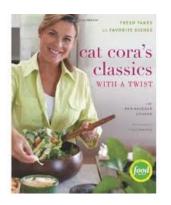


Simplified customer offering



Grow sales – national brands for less















KitchenAid[®]







KEURIG





Wal-Mart Stores, Inc.

Grow sales – national brands events











Grow sales – opening price point







In summary



Grow private brands



National brands for less



Price leadership everyday





Grow sales – innovation and newness



*New!



MP3 Lantern

- Camping made fun
- MP3 docking
- High quality speakers



Grow sales – innovation and newness



* New!





Summer Plastics

- Colourful and modern collections
- Unbeatable value



Key takeaways



- Global leverage
 - Grow direct imports
- Price leadership
 - EDLP/OPP
- Own seasons and events
 - National brands for less
- Grow private brands





2012 International Meeting for the Investment Community