

Walmart  Business

The Path to Better Business Goals

A practical guide
& workbook
for your business.





Adapt & excel

Keep your business goals fresh
& optimize for new opportunities.

Every business experiences different planning cycles & strategy conversations. It's important that goals sit at the center of these cycles to align on potential opportunities that exist within a market or business. Regardless of the challenges faced & opportunities seized, use this guide to chart a path to better business goals that can leave a lasting impact & set the stage for future success.



Tip 1

Evaluate existing goals

Despite the chaotic speed of business, it's important to pause & reflect where you are today. Analyze your achievements to date, pinpoint areas that may need more focus & celebrate your successes. This self-assessment equips you to close out completed goals & identify areas you can adjust to stay on course & advance toward future success.





Tip 2

Streamline business processes

Uncover bottlenecks, redundancies or inefficiencies within your business processes. Streamlining these operations is not only critical for your current success, but also lays a foundation for future growth, saving valuable time & resources.





Tip 3

Seek collaborative opportunities

Embrace the potential of collaboration by exploring partnerships with complementary businesses. Make it a goal to find joint ventures to cross-promote products or services that can help expand your customer base.



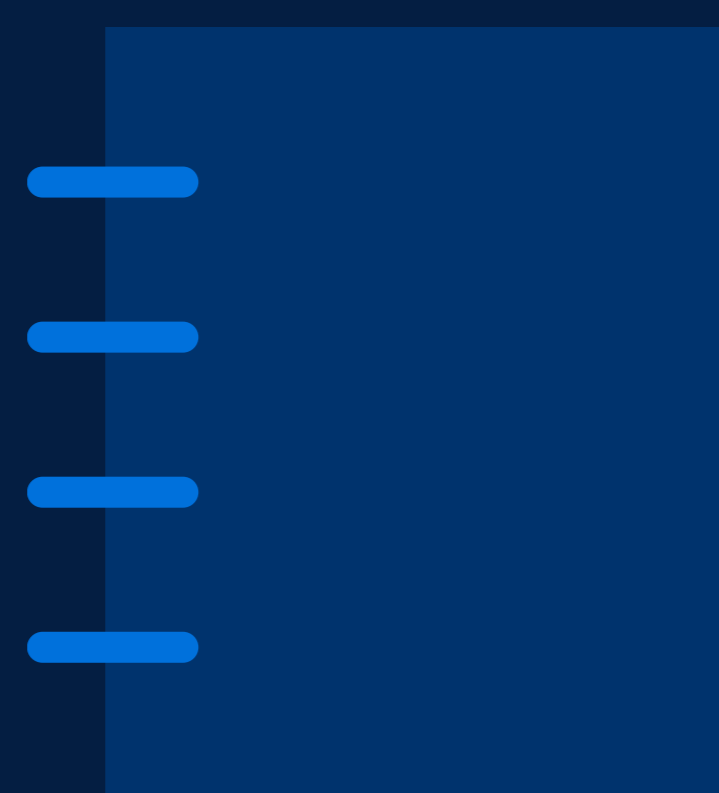


Tip 4

Plan for the road ahead

Set new objectives, outline strategic plans & prepare your business to reach new milestones. It's crucial to assess & accomplish the objectives you initially established—however, also focus on outlining the process for evolving these goals into future ambitions.

To help with this, implement a system of regular progress checks & strategic sessions, which should be conducted both internally & with external stakeholders if applicable.



The Walmart Business+ advantage

Make supplying your business with essential items easier. Become a member to enjoy more flexible shipping options & unlock different ways to make your budget go further.

Benefit	Walmart Business	Walmart Business+
Everyday low prices	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Up to 5 users per organization	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Free shipping, no order minimum*		<input checked="" type="checkbox"/>
Free delivery from store, \$35 minimum**		<input checked="" type="checkbox"/>
Earn 2% in Walmart Business Rewards on orders \$250 or more***		<input checked="" type="checkbox"/>
See purchase activity & combine orders with Spend Analytics		<input checked="" type="checkbox"/>

*Excludes most Marketplace items, freight & certain location surcharges.

**Restrictions apply. Additional fee applies for Express delivery.

***Exclusion apply. See full terms for details.

Goal Assessment

It's time to review the last goals you set & evaluate the effectiveness of your actions to achieve them. Use this goal review template to analyze your achievements & pinpoint specific actions that can help you attain incomplete goals in the next cycle.

Be sure to revisit this worksheet on a regular basis to evaluate changes you're implementing and realign on goals in progress.

Past goal	Review	How can we improve?
	What helped us	
	What challenged us	
	What helped us	
	What challenged us	
	What helped us	
	What challenged us	
	What helped us	
	What challenged us	
	What helped us	
	What challenged us	

SWOT Analysis

Take a look across your business & paint a comprehensive picture of the state of your situation. Use this Strengths, Weaknesses, Opportunities & Threats (SWOT) worksheet as a way to visualize opportunities to improve & areas to down double on.

<p>Strengths</p> <p>S</p>	<p>Weaknesses</p> <p>W</p>
<p>Opportunities</p> <p>O</p>	<p>Threats</p> <p>T</p>

OKR Planning

Objective

What do you want to achieve?

Key Results

How do you want to measure success of the objective?

Initiatives

What are the impactful projects?

Weekly Plans

What are the 3-5 most important tasks that can guide you there?

Objectives

Key Results

Initiative

Weekly Plans

Walmart Business

Business.Walmart.com