

Boosting Business Potential:

How Walmart Business Can Help Your Organization Grow

Walmart  Business



Introduction

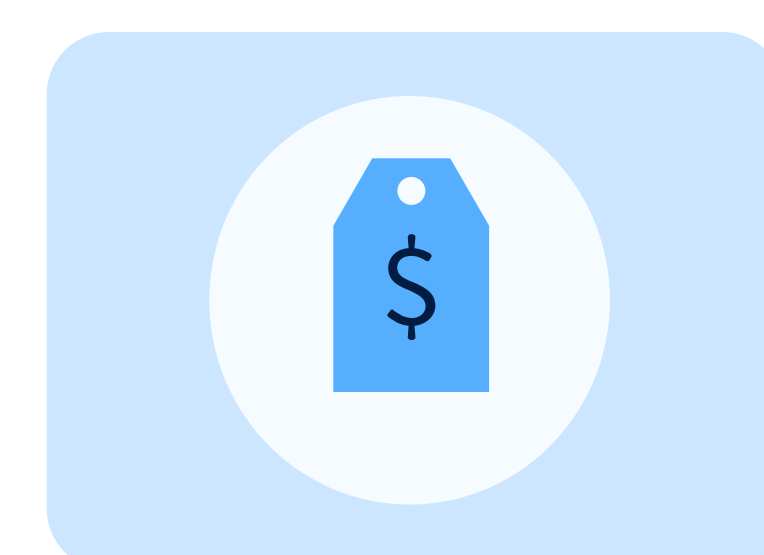
This guide, brought to you by [Walmart Business](#), features scenarios that show how connecting with the right tools and services can help you achieve your growth goals—whether that’s opening up new locations or meeting customer expectations in new ways.

Explore how different services from Walmart can help across different aspects of your business, no matter your need, industry or size.

- Expand your reach by putting your products in front of a diverse & expansive audience on our eCommerce storefront, Walmart Marketplace.
- Get the most out of your advertising budget by using Walmart Connect’s advertising insights to ensure your message reaches the people who want to hear it most.
- Boost your organization’s impact with Spark Good, which makes it easier for customers to give to the causes they care most about.
- Focus more on your business by letting Walmart Business’s membership benefits help save you time, money & hassle on the essentials.
- Exceed customer expectations with delivery & fulfillment solutions powered by the world’s #1 retailer by partnering with GoLocal.

Each service can make a big impact on your organization, but they’re even more powerful when you use them together.

Let’s go!



¹ The scenarios depicted in this document are hypothetical and are provided for illustrative purposes only. They do not represent actual customers or real-world situations.

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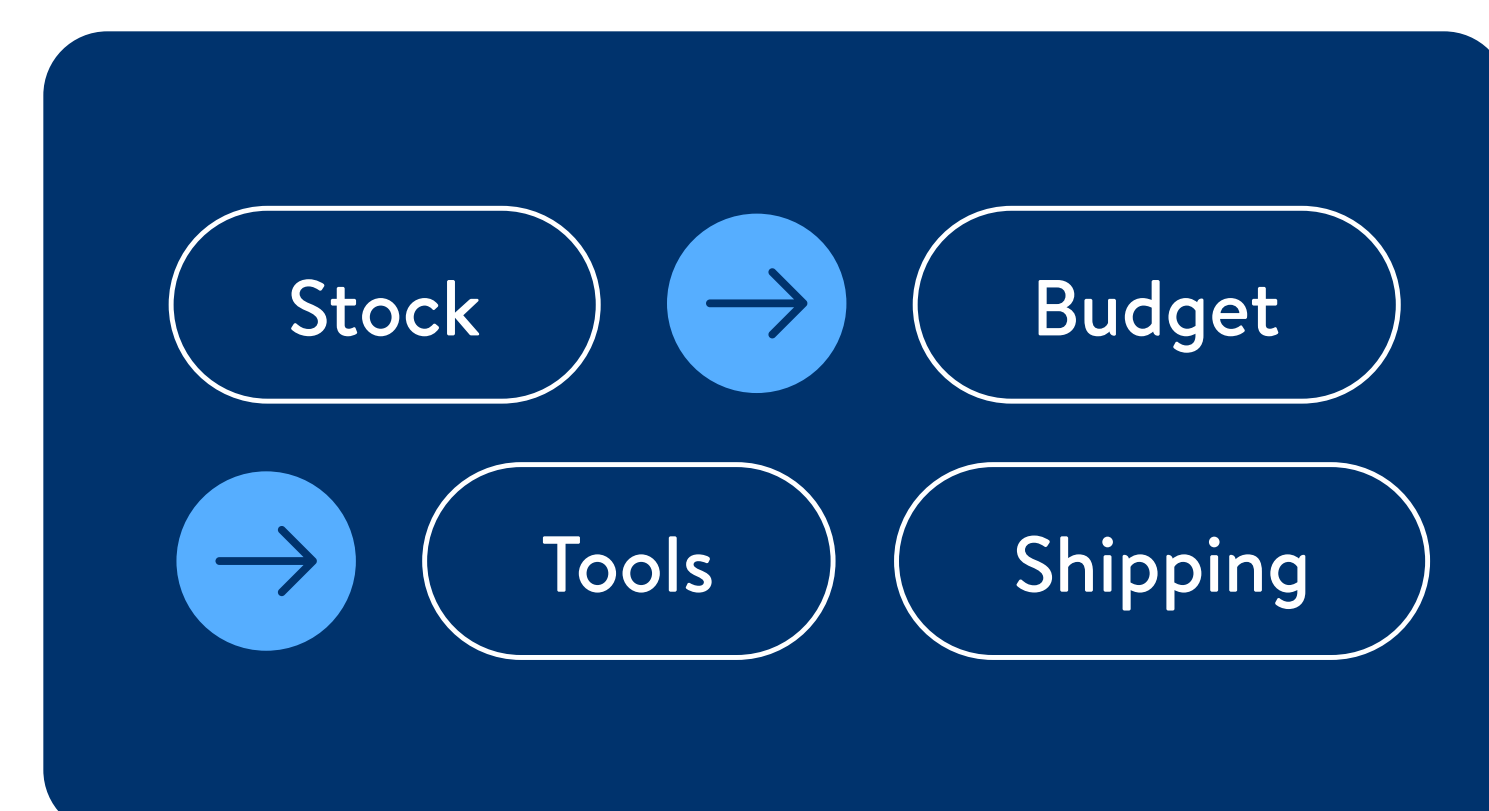
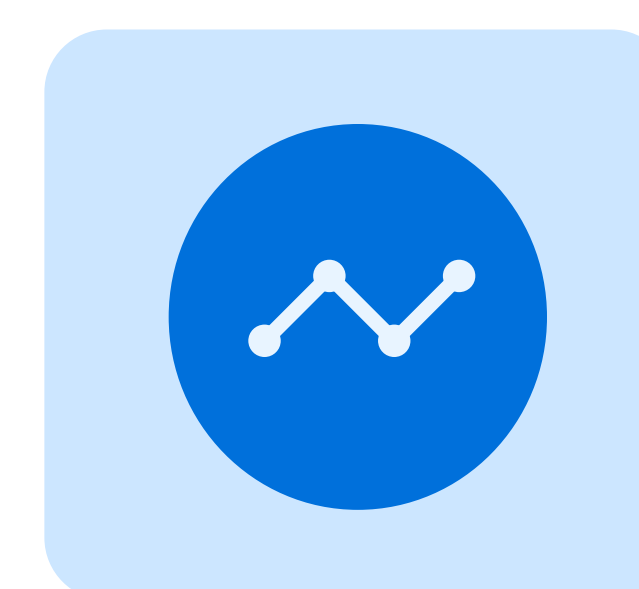
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Stretching your budget further with Walmart Business+

The scenario:

Kelly owns a cozy independent coffee shop, a haven for early risers seeking their morning coffee fix. While Kelly thrives on creating a welcoming atmosphere & delivering great customer service, the behind-the-scenes demands of running the business often weigh heavily on her.

Between crafting the perfect latte & chatting with customers, Kelly juggles inventory management, employee scheduling & balancing her books. It's a delicate act & sometimes the small essentials—like restocking plates, napkins or even toilet paper—fall through the cracks. Running out of these necessities disrupts her day & frequent trips to the store cut into the precious time she could spend training staff or scouting for new locations.

In addition to coffee, Kelly offers carefully curated products—coffee beans, travel mugs & other coffee-related items. Space is tight in her shop, so she walks a fine line between avoiding overstocking & ensuring she never runs out of customer favorites. Lately, she's been dreaming of expanding her product reach by selling online, but the thought of navigating e-commerce & reaching a wider audience feels overwhelming.

Then there's her budget. Kelly is always mindful of her expenses, knowing that every penny saved on supplies can be passed on to her customers. She knows she needs solutions to help her grow while also letting her focus more on what she loves—connecting with customers & serving great coffee.

The solution:

Kelly needed a suite of tools & services to help transform how she managed her coffee shop. Enter Walmart Business+, a membership program designed to help businesses & organizations maximize their resources so they can focus on their missions. Walmart Business+ makes it easy for her to keep essentials like plates, napkins & cleaning supplies well-stocked & with convenient shipping options for online orders,² she doesn't even have to leave the shop! For grocery items or last-minute needs, she relied on flexible delivery options from her local Walmart.³ Now she not only has more time to develop new coffee blends, she's also spending a lot less on gas every month.

With a subscription to Walmart Business+, she's now gaining rewards on qualifying purchases⁴ which helps stretch her dollars further while intuitive Spend Analytics tools track expenses & identify her most frequently used supplies. This insight makes it easier for her to plan & manage costs effectively.

With added confidence in how she's managing her day-to-day, she focused on expanding her retail offerings. She joined Walmart Marketplace to get her curated coffee products online & in front of customers nationwide. Creating a storefront on Walmart Marketplace gives Kelly access to millions of potential new customers. Marketplace makes selling online easy & best of all, helps Kelly with order fulfillment & customer service!

You can do the same. Sign up for [Walmart Business+](#) today to see potential savings of over \$500/year & enjoy exclusive rewards for your organization.⁵

¹ The scenarios depicted in this document are hypothetical and are provided for illustrative purposes only. They do not represent actual customers or real-world situations.

² Excludes most Marketplace items, freight and certain location surcharges.

³ On orders \$35 and over. Restrictions apply.

⁴ Rewards can only be used toward future purchases on Walmart Business. Additional terms apply.

⁵ Savings based on 1 free \$35+ delivery order vs. \$9.95 fee and 1 free shipping order under \$35 vs. \$6.99 fee biweekly, plus 2% Walmart Business Rewards on monthly order >\$250 (average value of \$400).

Using Walmart Marketplace to expand your reach & grow your passion

The scenario:

Woodworking has been Jorge's favorite hobby for as long as he can remember. A few years ago, he transformed his passion into a business building furniture for his community. Business has been good & he's built a small team of equally passionate builders. Now, he wants to expand his customer base beyond his local footprint by selling his furniture online.

Jorge has spoken with other local business owners & learned they've found success selling their products online. Jorge wants to do the same, but he doesn't have any experience with online retail. He also lacks the financial resources & infrastructure needed to build his online presence from the ground up & get his message out to potential customers.

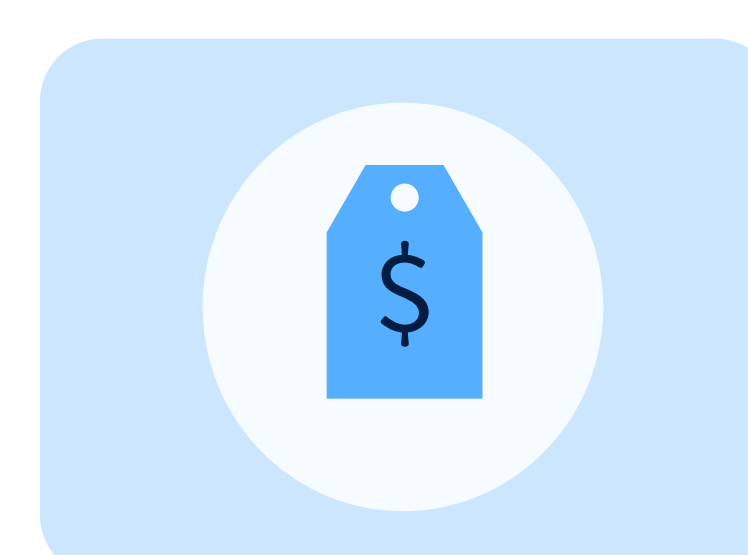
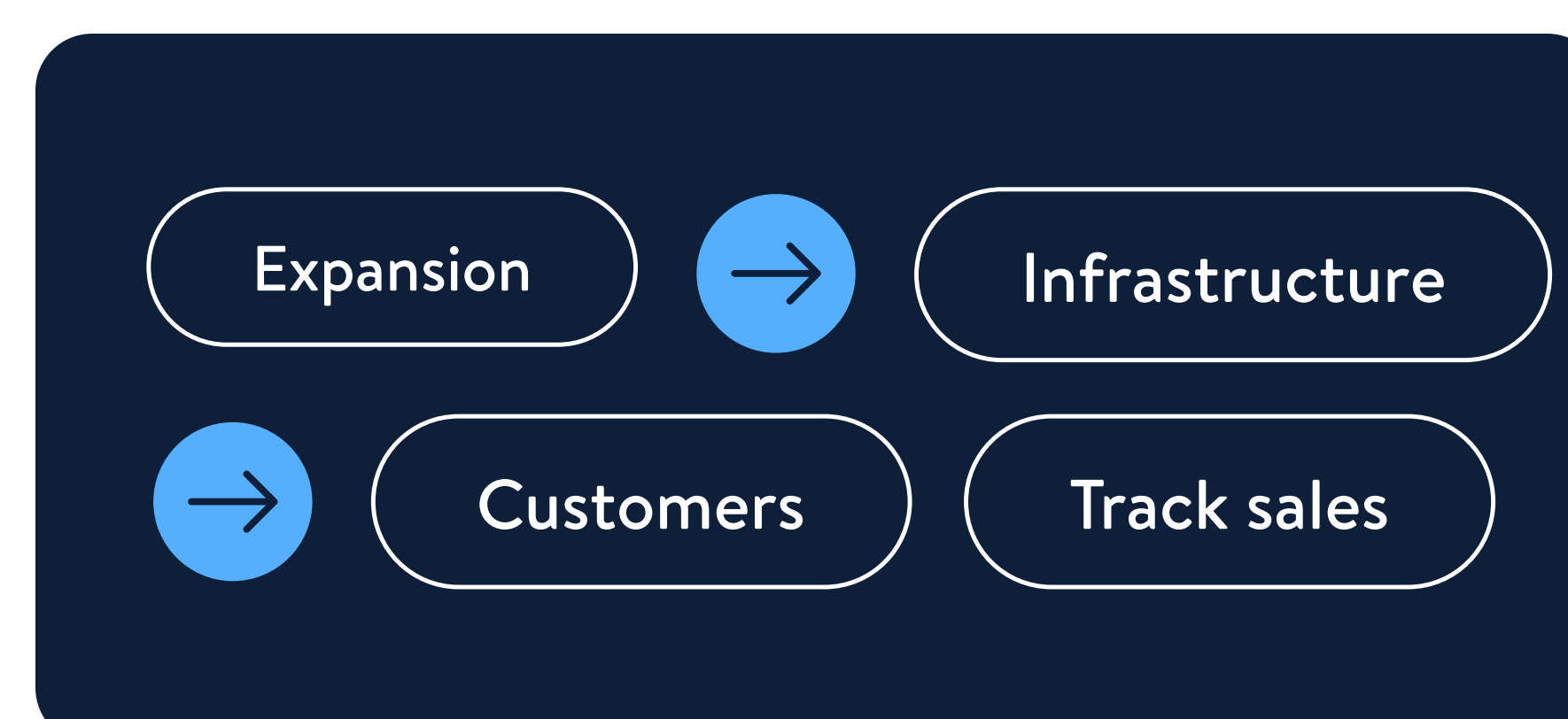
The solution:

Jorge decided to sign up with eCommerce storefront Walmart Marketplace, which gave him the opportunity to unlock his business's full potential by reaching a wide range of customers—over 255 million new customers across four global markets.⁶ Marketplace Seller Center platform makes it incredibly easy for him to manage his online storefront & list his furniture for both in-store & Walmart.com customers. Walmart Connect helps him optimize his advertising to make sure his ads are shown to customers searching for products like the ones he offers.

He also gains powerful analysis tools that track sales performance across his entire inventory. If he needs help with shipping, he can hand that off to Walmart Fulfillment Services & let them handle the hard work. With no monthly fees, he can use Walmart Marketplace to drive a new revenue stream while only paying commission on what he actually sells.

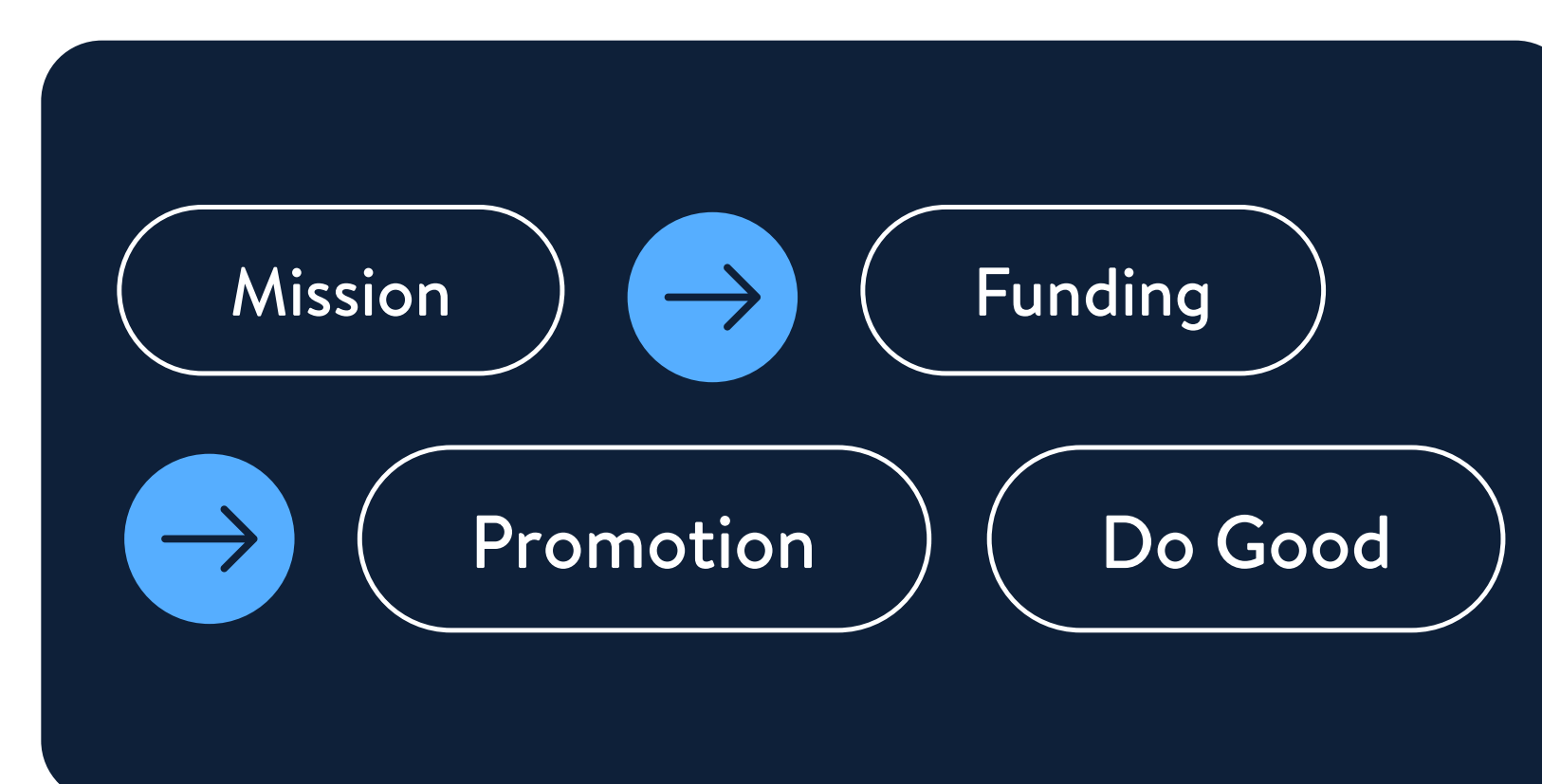
Jorge now has instant access to a global consumer base, which gives him the opportunity to boost his sales & grow his operations.

Are you looking for a way to expand your retail efforts online, just like Jorge did? [Sign up for Walmart Marketplace today](#) & enjoy [new-seller savings](#) that grant up to a 25% commission rate reduction across Walmart exclusive tools & services for the first 90 days. (Conditions apply.)



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⁶ Walmart first-party data, 2024



Increasing impact through Spark Good

The scenario:

After COVID-19 broke out in 2020, Sara decided to do something to help her community. She & a few of her friends created a small 501(c)(3) organization to deliver food & other resources to the homeless & others in need. It's been tough but rewarding work, & she's proud of the impact she's made so far.

She wants to do more, though. She wants to bring on additional employees, expand her operations to surrounding cities & offer more to the community. Currently, she's struggling to secure additional funding as she stretches the financial resources that she does have as far as they go.

The solution:

Signing up for Walmart Spark Good opened doors for Sara's organization, offering a variety of tools & services that gives her organization access to raise awareness about the work they are doing in the community with associates and customers. Spark Good's community giving programs help turn small actions into big ripples that amount to meaningful impact.

First, there's Spark Good Round Up, an easy way for customers who shop at Walmart.com or in the Walmart app to donate to their favorite charity, like Sara's organization, every time they check out. Once the organization enrolled in the program, they informed their donors that they could give back while they shop online for everyday purchases. Another way donors can support is through the product Spark Good Registry, which offers a quick way for customers to purchase items on Walmart.com that the organization needs, shipping directly to the organization's location.

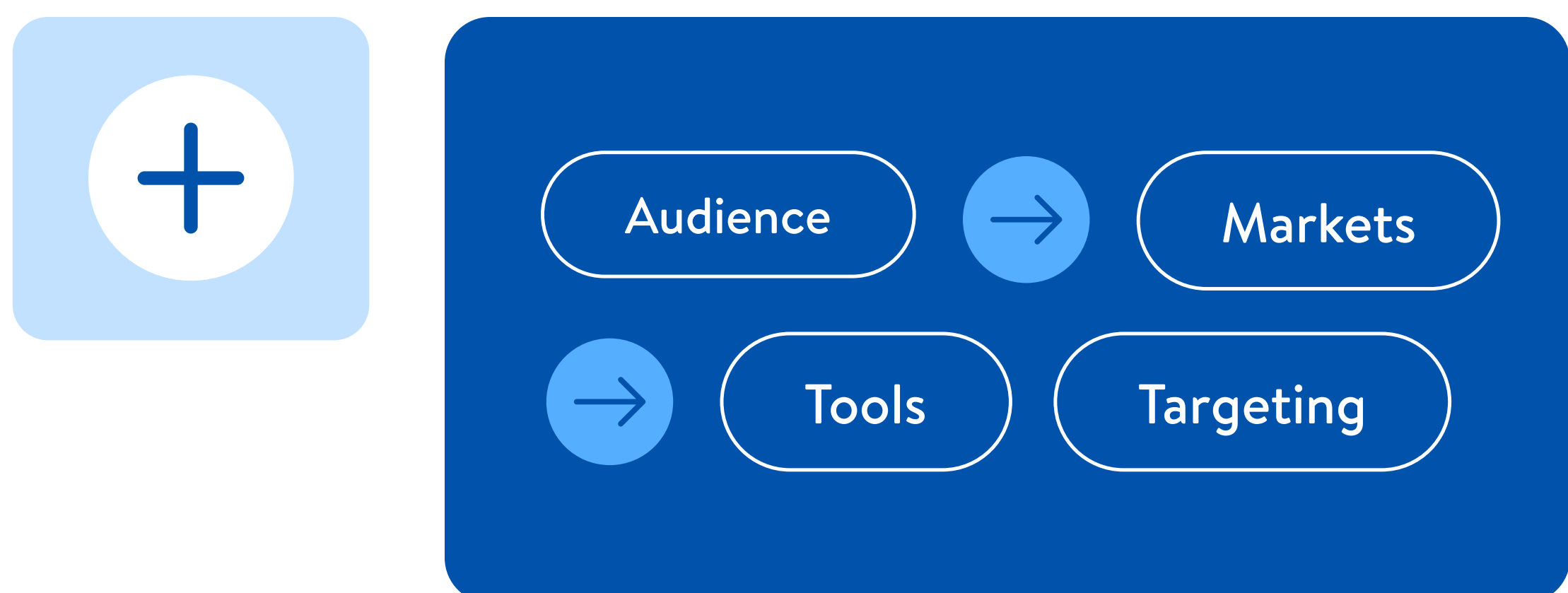
Plus, her organization can use their Walmart Spark Good account to request a Storefront Reservation at the local Walmart to boost awareness of their mission, speaking directly to the community.

At the same time, Sarah's organization is making Walmart Business+ part of its day-to-day operations. Walmart Business+ helps Sara stretch the charity's budget even further with fast, free shipping on online orders.⁷ She can buy the items she uses the most—like snacks for the afterschool program or cleaning supplies for the rec center—in bulk to save time. With the Spend Analytics tool, Sara can dig into specific details about how her organization spends money. She used that information to create targeted messaging that let people know exactly what their donations would be paying for.

Looking for more ways to engage with customers and associates just like Sara's organization did? [Sign up for a Walmart Spark Good account today.](#)

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⁷ Excludes most Marketplace items, freight and certain location surcharges.



Reaching a wider audience with Walmart Connect

The scenario:

James is the second-generation owner of a family-owned candy company in the Midwest. Thanks to James's leadership, the company's reach has extended into several states.

Unfortunately, business has started to plateau. Before becoming a Walmart Marketplace seller, James's team tried various ad campaigns, but nothing garnered the results they were hoping for. They believed there was more they could do to reach their core audience and untapped markets, but they didn't know where to start.

The solution:

James began selling his products on Walmart's site and app and used Walmart Connect Sponsored Product ads on Walmart's advertising platform, Walmart Connect, to get his family's candy products in front of Walmart's millions of online customers. Its intuitive platform allowed his team to strategically place ads on Walmart's site and app. They were able to target specific customers based on their purchase history & search keywords without any setup of monthly cost. This allowed them to avoid wasting ad dollars by only showing ads to shoppers likely interested in his business's products. He also built a virtual storefront.

As a Sponsored Products advertiser, James could take advantage of dynamic bidding to save time & effort, maximize conversion & optimize his ad spend. With dynamic bidding, Walmart Connect's platform adjusts cost-per-click bids up or down in real time based on the likelihood that a customer will purchase the item if the ad appears in their search.

Partnering with Walmart Marketplace & Walmart Connect gives James's business a massive reach that would be hard to achieve on his own. Walmart Marketplace also manages the fulfillment process for orders nationwide—it even handles customer service & returns! With such an essential part of his business in expert hands, James can turn his attention to developing new products to keep his customers happy & coming back for more.

Looking to grow your ad reach like James did? [Check out our Small Business Resource Hub for more information and get started today.](#)

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Building infrastructure with GoLocal to meet customer expectations

The scenario:

Mei's department runs logistics for a mid-market retailer with nearly 2,000 locations nationwide. The day-to-day operations work well, but she frequently faces the challenge of ensuring the right inventory is in the right place at the right time. When stock runs low at one location, moving items from other stores adds complexity, cost & hassle to her already demanding role. The stakes are high; if shelves aren't stocked properly then the company misses out on sales & faces frustrated customers.

Understanding what needs to go where is just part of the puzzle—Mei also has to figure out how to actually move items between stores. However, her logistics hurdles don't stop there. Mei knows retailers like hers are under pressure to meet evolving customer demands for delivery. But retailers have unique delivery & fulfillment needs compared to other businesses. Same-day delivery, even from one location, creates big challenges, from reliable real-time inventory tracking to coordinating everything to get deliveries to her customers.

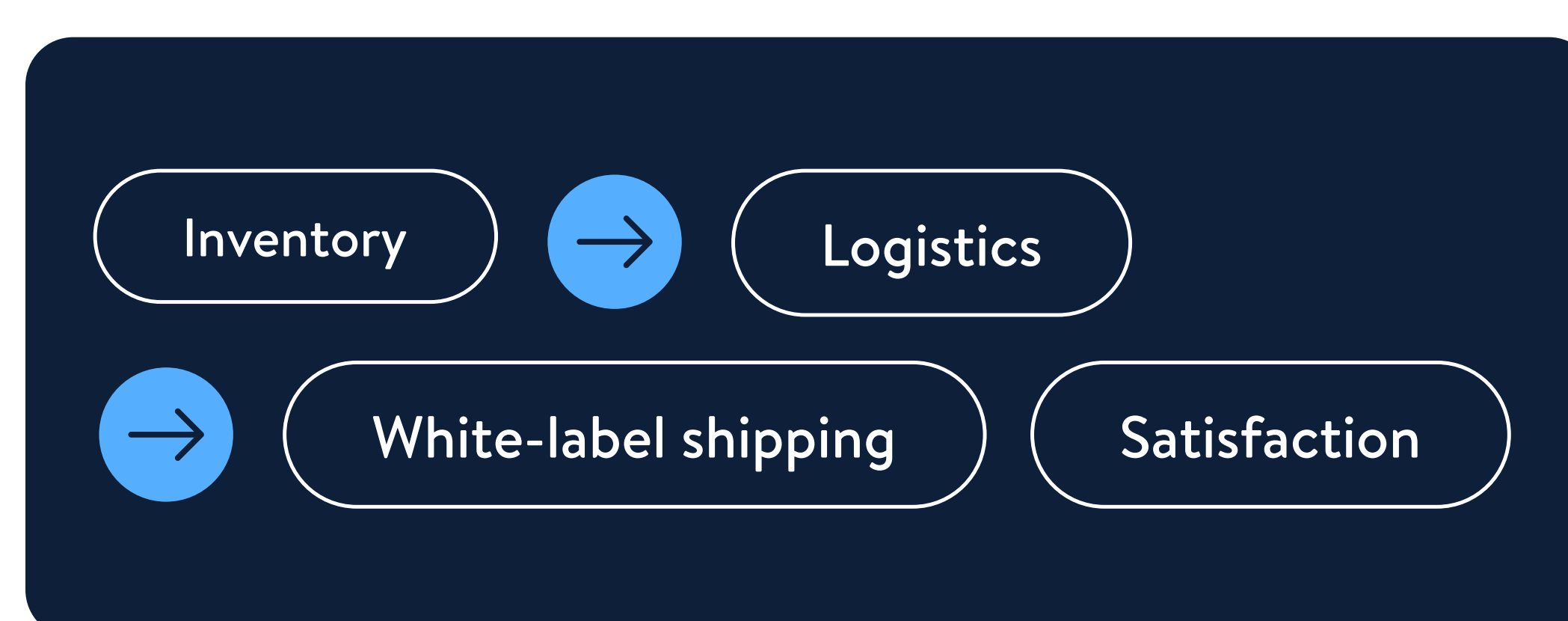
For Mei, solving these problems isn't just about making her job easier, it's about creating a seamless shopping experience that keeps customers coming back to her retailer, no matter where or how they shop.

The solution:

Mei found Walmart GoLocal, a world-class delivery & fulfillment solution provider & instantly fell in love. The white-label platform, backed by the scale & capabilities of the world's #1 retailer let her load balance inventory across all her locations, so she could avoid empty shelves that might send customers running to a competitor. Walmart GoLocal's 97% on-time same-day delivery success rate gives Mei peace of mind. With GoLocal, Mei can keep her costs low without ever having to compromise on the customer experience.

Mei had such a great experience managing her inventory with GoLocal that she also leaned on it for help with customer deliveries. GoLocal's more than 90% customer satisfaction rate was too good to ignore. Now whether they shop in-store or online, Mei's customers can reliably get what they need, when they need it.

Want to expand your delivery footprint? [Sign up for Walmart GoLocal today.](#)



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Walmart Business can help you scale



Every business's needs are unique. Walmart Business & our partners in Walmart Connect, Walmart Marketplace, Walmart Spark Good & Walmart GoLocal offer a range of opportunities for businesses of any size to grow.

These services are here to help you expand your audience & delight more customers, whatever your needs may be. Pick out one—or several—partners based on your goals to maximize the impact of your efforts.

Want to learn more about how to drive growth? [Visit this page to understand how you can help take your organization to the next level.](#)

If you're looking for more ways to save time & money, [Walmart Business](#) can help. Our wide selection of supplies, from [technology](#) to [furniture](#) to [breakroom snacks](#), helps keep your business running efficiently.

If you already have a Walmart Business account, upgrade to a [Walmart Business+](#) membership to take advantage of free shipping with no order minimum,⁸ free delivery from local stores on orders over \$35⁹ & 2% back in Walmart Business Rewards on orders over \$250.¹⁰ That could add up to savings of over \$500 a year!¹¹

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