SUPPLY CHAIN MANAGEMENT OF WAL-MART - AN EXPLORATORY STUDY

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ABSTRACT
In a typical supply chain, raw materials are procured and items are produced at one or more factories, shipped to warehouses for intermediate storage, and then shipped to retailers or customers. Traditionally, retail stores used to keep regular pricing discounts, coupon clipping promotions, etc. to promote their sales and increase the footfall in their stores. But, this needs a lot of effort in terms of monetary aspects and physical aspects making it difficult to sustain the competitive advantage.

So the aim of study is to explore the EDLP strategy to a very good extent for their success.

KEY WORDS: supply chain, EDLP strategy.

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