

STUDENT ACTIVITY**Chapter 20****Internet Connection
The Story of a Corporation****EXPLORE**

Many well-known corporations started out as small sole-proprietorships, before evolving into multinational companies. Changes in business organization, merchandise assortment, and company philosophy are all factors that contribute to the success of a business entity.

Keywords: _____

DIRECTIONS

Find the Web site for Wal-Mart Stores. Review the company information, historical timeline, financial statements, and Wal-Mart culture stories to trace the development of this successful corporation. Complete the worksheet below, and answer the questions that follow.

NET RESULTS

Wal-Mart Stores Web site address	_____
What year did the first Wal-Mart Store open?	_____
What year was the company incorporated as Wal-Mart Stores, Inc.?	_____
What year did Wal-Mart stocks become publicly traded?	_____
Approximately how many Americans currently work for Wal-Mart Stores, Inc.?	_____
What year did Wal-Mart launch its Web site?	_____
What was Wal-Mart's net income for 1995?	_____
What was Wal-Mart's net income for 2000?	_____
What is the total number of U.S. stores?	_____
What is the total number of International stores?	_____
List the various retail and specialty divisions Wal-Mart branched out into	_____

CRITICAL THINKING QUESTIONS

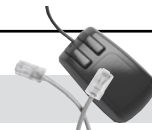


1. What do you think are the keys to the success of Wal-Mart Stores? Describe three factors that contribute to the company's expansion and popularity. Explain.

2. List three community programs that Wal-Mart participates in or funds. Why do you think a corporation devotes time and money to programs like these?

3. List and briefly describe the four retail divisions operated by Wal-Mart, Inc. What is the concept and merchandise assortment for each division?

EXTENSION EXERCISE



Much of Wal-Mart's popularity hinged on the leadership of its founder, Sam Walton. Prepare a written report about the corporation's founder. Include details about his business vision, his views on customer service, and how he viewed his company's success.

