

# Walmart Tahoe vs Amazon Prime

Walmart released news on early May 2015 regarding its new membership service called Tahoe which offers unlimited three-day shipping to customers. There are not much detail information disclosed yet. The entire service program is on a testing phrase.

This competitor analysis is just a preliminary analysis based on what's available in the market. The second and more depth research will be conducted once more details about Walmart's membership service is disclosed.

	Amazon Prime		Walmart Tahoe	
Price	\$99	X	\$50	✓
Free video & music streaming	Yes	✓	No (considering add it)	X
Shipping Day	Two-day	✓	Three-day	X
Items Eligible	20 million	✓	7 million	X

# Walmart's current situation

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Did not meet its online sales target last year

A well integrated Omni-channel (multi-channel) is a challenging

Walmart's ecommerce site lacks a hook to attract/retain its shoppers returning to its website shopping

# Walmart's challenges

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Broader eligible items to serve shopper's assortment expectation

Free video and music streaming

Efficient supply chain and warehouse management

Being unique

- Exp. providing special services/ products that Amazon doesn't offer

# Learn from competitors

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## Review

- Encourage customers to review the products by providing some incentives, like reward point/sweepstake chance
- Customers are now heavily dependent on the online review to make purchase decision

## Ranking

- Provide ranking for books, electronics (PCs, cell phones...), mattress, vitamin and etc., to help customers to make easy purchasing decision
- Ranking can be based on professional judgement or on customer reviews (from Walmart, amazon or the combination)

## \$9.99 additional for Sam's club annual membership

- Walmart has great advantage over amazon with its subsidiary Sam's Club. By offering the deal of paying extra \$9.99, customers not only get free shipping from Walmart.com but also have the membership of Sam's Club, which they can also make purchase online and get delivered with no charge. A big advantage over Amazon's prime membership

Gained more vendors to be suppliers, broaden the product items