



Greetings!

The team at Walmart is very excited to sponsor the Collegiate Challenge, co-sponsored by the **Council for Retail and Sales, located at DeSales University College of Business**. This team-based competition is tasked to solve a real business opportunity for our company.

The top team will be awarded \$1,200 to be divided by team members, a trophy and their names on the CRS Big Trophy which will be housed at DeSales University. The second-place team will be awarded \$400 to be divided by the team.

The competition culminates in a regional competition to be held on March 21, 2023, at the DeSales University campus. Each school or branch may submit up to 2 teams. **Last year some of the colleges ran a local competition and then sent their top team(s) to the final competition. This is a great class or club (e.g., Enactus, Business Clubs, LaunchBox) project!** The competition will be judged on the written executive summary and the presentation.

Details of the Challenge are in the following pages. We believe presenting students with real business problems and having them develop solutions to those problems will help them bridge the gap between academics and the business world. Thanks for participating!

Nicole Everett Market Manager

Northeast Division, Region 22, Market 168
Office: 610-530-2210
nicole.everett@walmart.com

Jonathan Vazquez

Market Coordinator – Reg. 22, M168
Office: (610) 532-2210
www.walmart.com
Jonathan.Vazquez@Walmart.com
1091 Millcreek Rd. Allentown, PA 18106

James R. (Doc) Ogden, Ph.D.
Chair, Board of Directors

Council for Retail and Sales at
DeSales University
610-434-3506
docogden@verizon.net
<https://thecrs.org>

Elaine Thode, CRS Program Director,

DeSales University
elaine.thode@desales.edu



2023 Collegiate Challenge

Powered By



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Important Dates

Case Information Released	By the end of December 2022
Friday Feb 17, 2023	Intent to Participate Form is Due (https://thecrs.org/?page_id=405)
Friday Mar 10, 2023	Executive Summary due by 5:00 pm. Send to Elaine Thode, CRS Program Director, elaine.thode@desales.edu
Tue, March 21	Presentations by Teams to Judges at DeSales University.

Direct questions about the competition to: Elaine Thode, CRS Program Director, elaine.thode@desales.edu

Introduction

You’ve heard of the Shark Tank television show. We’re taking that concept and applying it to a collegiate competition in retailing and sales! When you enter the **CRS Collegiate Challenge, Powered by Walmart**, you gain both practical and theoretical experience in the development of recommendations for a major corporate client. This challenge allows you the ability to bring your lifelong learning skills to a competition that will help to build a great base for your personal career in business.

The focus of the competition will be on helping Walmart develop ideas for sustainability that are cost-effective. The competition will be held March 21, 2023, at DeSales University, Center Valley, PA. The Collegiate Challenge will surface ideas and creative solutions that will directly impact the company.

Case Information

Walmart Background / Overview

Walmart is one of the biggest retailers in the world, with the company and its subsidiaries employing approximately 2.3 million associates worldwide.

Their mission statement is simple: We save people money so they can live better.



This case focuses on sustainability at the store level. According to the 2022 [annual report](#), Walmart's Environmental, Social and Governance ("ESG") Priorities are as follows:

Our ESG strategy is centered on the concept of creating shared value: we believe we maximize long-term value and create competitive advantage for the Company by serving our stakeholders, including our customers, associates, shareholders, suppliers, business partners, and communities.

We believe that addressing such societal needs builds the value of our business, including by enhancing customer and associate trust, creating new revenue streams, managing cost and risk, building capabilities for future advantage, and strengthening the underlying systems we all rely on.

We prioritize the ESG issues that offer the greatest potential for Walmart to create shared value: issues that rank high in relevance to our business and stakeholders and which Walmart is positioned to make a positive impact.

Our current ESG priorities are categorized into four broad themes: opportunity, sustainability, community, and ethics and integrity.

- **Opportunity.** Retail can be a powerful engine for inclusive economic opportunity. We aim to advance diversity, equity, and inclusion, and to provide opportunity for Walmart associates (as further described in the Human Capital Management section), our supply chain and the communities we're in to fulfill our customer mission, strengthen our business and help people build a better life for themselves and their families.
- **Sustainability.** Walmart's sustainability efforts focus on our ability to create and preserve long-term value for both people and planet. With respect to people, our sustainability efforts focus on sourcing responsibly, helping prevent forced labor, empowering women, creating inclusive economic opportunity and selling safer, healthier products. With respect to the planet, our efforts aim to enhance the sustainability of product supply chains by reducing emissions, protecting and restoring nature, and reducing waste. To help address the effects of climate change, Walmart has set science-based targets for emissions reduction, including our goal to achieve zero emissions in our operations by 2040 —without offsets— and to reduce or avoid one billion metric tons of emissions in our value chain by 2030 under our Project Gigaton™ initiative.
- **Community.** Walmart aims to serve and strengthen communities by operating our business in a way that meets the needs of our customer and community stakeholder groups, including by providing safer, healthier, and more affordable food and other products, disaster support, associate volunteerism, local grant programs and community cohesion initiatives.



- **Ethics and Integrity.** At every level of our Company, we work to create a culture that inspires trust among our associates, with our customers, and in the communities we serve. We periodically publish information on our ESG priorities, strategies, and progress on our corporate website and may update those disclosures from time to time. Nothing on our website, including our ESG reporting, documents or sections thereof, shall be deemed incorporated by reference into this Annual Report on Form 10-K.

Case Focus and Opportunity

This case focuses on providing Walmart ideas around the sustainability portion of the ESG priorities that can be incorporated at the store (online and/or in-store) level.

In today's recruiting, the new pool of talent comes from multiple generations. Their employer of choice is one that includes social and environmental changes that make them want a corporation that cares about sustainability and socially conscious movements occurring not only in the US, but globally. We know changing processes and mindsets to save the Earth can be very costly.

Case Question:

What sustainability activities can Walmart implement at the store level (online/in-store) without making a negative impact on the stores sales and profits? Ideas should be replicable across Walmart stores. While not required it is highly recommended that members of the team visit a Walmart store.

Assignment / Deliverables

Assignment: Approach this as if your team is a part of a consulting company.

Create a strategic business plan that incorporates ideas/recommendations around the question posed above.

Ideas can include all aspects that are relevant to the questions posed. Teams will be responsible for researching the budget needed for their plan. Each team will then pitch their plan to the judges, detailing their recommendations, implementation, timeline, and financial costs to the company. The team should provide rationale for recommendations.

Deliverables are as follows:

1. An expanded executive summary (5-8 pages)



2. Presentation (15 minutes max)

Ideas presented should be actionable. This means that Walmart team can implement the idea in a short period of time and that the idea deserves time, money, and energy to expand the idea.

On March 21, teams will present to judges, followed immediately by a 10-minute question and answer session with the judges. The winners will be announced on that day.

Useful Sites

How to Write a Case Study: <https://www.thoughtco.com/how-to-write-a-case-study-analysis-466329>

How to Write Executive Summaries:

<https://www.uakron.edu/cba/docs/communications/WritingExecutiveSummaries.pdf>

Rules and Procedures

1. The competition will be held March 21, 2023, at DeSales University, 2755 Station Ave., Center Valley, PA. More information on the venue will be sent to participating schools as we approach the deadlines.
2. Each college or university invited to compete is allowed two (2) teams in the competition. If the institution has multiple campuses (i.e., Penn State), each campus will be counted as a separate college and can send up to two teams. Each team must be comprised of at least 3 but no more than 4 students. If a team of three, at least 2 team members must also present at the competition. If a team of four, at least three of the four team members must also present at the competition. The challenge may be a class project, a club project or, if there is enough interest among students, a group of students may get together and compete. There **MUST** be a faculty advisor to the team. One faculty advisor **MUST** accompany the team to the competition venue.
3. Each school entering the Collegiate Challenge must submit their [intent to participate form](#) by Feb 17, 2023 on the Council for Retail and Sales website.
4. Students working on the project must be undergraduates from a 2-year or 4-year college/university, with a graduation date of 2023 or later.
5. Each team is responsible for their own expenses (i.e. travel, transportation, lodging, materials for the presentation). Food will be provided on site (free of charge) and typically includes a light breakfast and full lunch.
6. **The finished executive summary must be received by Friday, March 10 by 5:00 p.m.** Projects should be sent by email to Elaine Thode, Council for Retail and Sales, DeSales University: elaine.thode@desales.edu



7. **Contacting Walmart:** Each team advisor (after submitting the intent to participate form) should collect questions that students may have regarding the competition as the semester progresses. These questions will then be submitted to the company representative at the end of each week (assuming there are questions). The company representative will assemble the questions and provide general answers to the requesting advisor. The company representative at Walmart is Jonathan Vazques.
8. When entering the challenge all students and faculty advisors agree that all the ideas from the competition become the property of Walmart. They further agree that all the ideas for the paper, and the representative information provided within the paper are the work of the students. All competitors agree that they will receive no compensation for their work.

The Written Portion – Expanded Executive Summary

1. This challenge requires the development of a 5 – 8 page expanded executive summary. The expanded executive summary may NOT exceed the page limit. All pages, except the cover page, should be numbered. **All pages, including the cover page count in the page limit.**
2. The name of the competing college or university should appear on the cover page along with the company logo (which must conform to Walmart Communication Standards), the team's name, the students' names, and the name and contact information for the faculty advisor. Other information, graphics, etc., are acceptable.
3. Each team should generate secondary data to substantiate all material found within their executive summary. APA (American Psychological Association) style should be used for referencing purposes within the expanded executive summary. Primary research is accepted and encouraged.

Suggested Expanded Executive Summary Contents

Team members may decide on the contents. Shown below are suggested areas to include.

Introduction

Situation/SWOT

1. Current situation (research that describes current situation with regards to case)
2. Competitive Analysis
3. SWOT analysis of the current situation

Objectives – use SMART objectives – Describe what your team wants to achieve as it relates to the case.



Recommendations – Provide recommendations and how to implement (including budget)

Evaluation– Provides ideas on how the recommendations will be evaluated

Conclusion

Works Cited – Include the research used in development of the expanded executive summary in APA (American Psychological Association) style.

The Presentation

1. Teams: Each team must be comprised of at least 3 but no more than 4 students. If a team of three, at least 2 team members must also present at the competition. If a team of four, at least three of the four team members must also present at the competition. Any work must be done by the students on the team.
2. Timing: Each team will be required to make a 15-minute (limit) presentation to the judges. Following the presentation there will be a 10-minute (limit) question and answer (Q&A) session with the judges. The 15-minute limit is hard, meaning that, at the end of the 15 minutes, the person timing will say, “stop” and the presenting team must stop their presentation. A two-minute warning will be provided. The person timing will stop the judges Q&A sessions at the 10-minute mark, no matter where the teams or judges are in asking/answering the questions. The faculty advisor may attend the Q&A session but may not participate.
3. The team members **MUST** operate all electronic presentation devices. No one who is not a member of the team (including the team’s advisor) may help during the presentation. Teams are responsible for all their own equipment. The facility will have a computer with PowerPoint and Internet capabilities, a presentation remote control, and a screen to project the presentation.
4. The presentations may be made utilizing any method desired. Graphs, layouts, charts, etc. may be used and displayed. Computer-generated presentations are allowed. Students may show and/or hand the judges items (such as examples of creative ideas); however, students may not **GIVE** them any items (such as food, gifts etc.). Corrections to errors made in the expanded executive summary may not be made and given to the judges during the presentation.
5. Anyone may be present during presentations. No one may enter the presentation rooms after the start of the presentations. Latecomers will be turned away.



Awards

Awards are determined by the combined score of the expanded executive summary and presentation.

Award	Description
1st place	The team will receive a trophy that will be housed at the winner’s school, award certificate, plus the following: \$1,200 total to be divided equally among team members The team members’ names will be added to the Big Trophy, housed at DeSales University. This trophy contains team member’s names and sponsors from previous competitions.
2nd Place	The team will receive a trophy that can be housed at the winner’s school, award certificate and \$400 total to be divided equally among team members.
3rd Place	Certificate for each team member
Every person will receive a certificate for participating.	
Other awards	There may be other awards presented by the judges if outstanding performance is indicated. This will be up to the judges’ discretion. For example, awards MAY be given for “Best Presenter,” or for other achievements that exceed the minimum expectations.

Scoring

1. Scoring sheets for both the expanded executive summary and presentation will be used to choose winners. These score sheets should help the teams develop their expanded executive summary content and are included below.
2. Judges’ decisions are final.
3. The penalty for all violations is disqualification. Whether or not a disqualification is warranted is up to Walmart representatives.

Judges

There will be three to five judges. The judges for the challenge will be individuals who are experts in their areas. There will be judges from the sponsoring company (Walmart) and if needed, faculty and/or practitioners.



Tentative Score Sheets

CRS Collegiate Challenge - Expanded Executive Summary

	Must Improve	Should Improve	Satisfactory	Very Good	Excellent	Score
Situation/Strategy						
Current Situation	0-3	4-5	6-7	8-9	10	
Competitive Analysis	0-3	4-5	6-7	8-9	10	
SWOT	0-8	9-10	11	12-13	14-15	
Objectives	0-3	4-5	6-7	8-9	10	
Ideas						
Recommendations	0-19	20-23	24-27	28-31	32-35	
Evaluation and Control	0-1	2	3	4	5	
Other						
Introduction	0-1	2	3	4	5	
Conclusion	0-1	2	3	4	5	
Documentation of sources	0-1	2	3	4	5	
	TOTAL					

CRS Collegiate Challenge – Presentation

	Must Improve	Should Improve	Satisfactory	Very Good	Excellent	SCORE
Opening – Attention getting, led into topic	0-1	2	3	4	5	
Current Situation/Competitive Analysis/SWOT	0-17	18-20	21-23	24-26	27-30	
Recommendations	0-19	20-23	24-27	28-31	32-35	
Conclusion – Effective	0-1	2	3	4	5	
Overall Delivery, gestures, energy level, voice	0-3	4-5	6-7	8-9	10	
Visual Aids	0-3	4-5	6-7	8-9	10	
Appearance – dressed for a professional presentation	0-1	2	3	4	5	

Contact Information

Questions or concerns should be directed to: Elaine Thode, CRS Program Director,
elaine.thode@desales.edu **Note: Any contact must be initiated by the faculty advisor.**