

Sams Club – SWOT via SPC Library Databases

- Go to Lexis Nexis Academic in databases
- Select **Companies** from left hand sidebar
- Select **Company Profiles** under Companies
- In Company Profile search boxes, type:
 - Sam's Club** and pull down to "**Company Name**"
 - SWOT** and leave pull down at **Everywhere**

The screenshot shows the LexisNexis Academic website. On the left sidebar, under the 'Companies' section, 'Company Profiles' is highlighted with a red box and an arrow pointing to the search area. The main search area is titled 'Company Profiles' and contains search boxes. The first box contains 'Sam's club' and the dropdown menu is set to 'Company Name'. The second box contains 'SWOT' and the dropdown menu is set to 'Everywhere'. A red box highlights the search results area, which shows a list of results for 'Sam's Club, GlobalData - SWOT Analysis, March 19, 2012'.

Company Profiles For SWOTS

Search:

- * Sam's Club (Pulldown: Company)
- And
- * SWOT

- See results
- Select **Sam's Club GlobalData SWOT Analysis**

The screenshot shows the LexisNexis Academic website displaying search results. A red box highlights the first result: 'Sam's Club, GlobalData - SWOT Analysis, March 19, 2012'. Below the results list, the full text of the report is displayed. The report title is 'GlobalData - SWOT Analysis, 03/19/2011...'. The report includes a copyright notice for GlobalData Ltd., the date 'March 19, 2012', and the company name 'Sam's Club'. The report content is divided into sections: 'Strengths:', 'Value-Added Services', and 'Wide Distribution Network'. The 'Value-Added Services' section describes Sam's Club as a chain of membership warehouses offering three types of memberships: Plus, Advantage, and Business. The 'Wide Distribution Network' section describes how Sam's Club leverages its distribution network to commercialize its products and boost its sales.

Sam's Club, GlobalData - SWOT Analysis, March 19, 2012

GlobalData - SWOT Analysis, 03/19/2011...

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GlobalData - **SWOT** Analysis
March 19, 2012
Sam's Club

***** **SWOT ANALYSIS** *****

Strengths:

Value-Added Services

Sam's Club, being a chain of membership warehouses, offers three types of memberships for individuals, namely, Plus Membership. The Advantage Membership is a membership for individual households for an annual membership fee of \$35. The average savings range from \$120 for Business Members. The company also offers a Plus Membership for \$100, which offers a business or advantage membership discount cash back offers, complimentary health and medical discount, savings and value on business services, financial services, and more. This membership when combined with a Sam's Club Discover, members can earn up to 2% cash back on a variety of purchases, but also help increase loyalty among its customers.

Wide Distribution Network

Sam's Club leverages its distribution network to commercialize its products and boost its sales. The company operates in Mexico and Puerto Rico. Sam's Club US operates 610 stores in the US, serving more than 47 million customers in the US. The company's operations were supported by 25 distribution facilities located strategically throughout the continental US, of which