



Women's Economic Empowerment: Empowering Women Together Launch

Frequently Asked Questions

Q: What is Empowering Women Together?

A: Empowering Women Together is an online destination on [Walmart.com](https://www.walmart.com) that gives shoppers who want to buy unique and interesting products the opportunity to do so while supporting small women-owned businesses around the world. With each purchase, consumers lift and empower the women behind these products to create new jobs and improve both their own lives and the lives of their families and communities. At launch, Empowering Women Together will offer more than 200 items from 19 businesses in nine countries. Shoppers can find the products online at www.walmart.com/empoweringwomentogether. Empowering Women Together is part of Walmart's global commitment to empower women worldwide to build better lives for themselves and their families.

Q: What product categories are in this collection?

A: The initial Empowering Women Together collection includes apparel, jewelry, accessories, food, books, photo cards and home items, including:

- **Apparel/Accessories:** Tie dye and printed convertible dresses, double-zip wallets made from recycled rice bags, and African-patterned wristlet purses.
- **Jewelry:** Feather pendant necklaces, hand-crafted jewelry from Peru, inspirational necklaces made in the U.S. and unique fabric necklaces.
- **Home Décor:** 12" Rwandan baskets, hand-painted paper mache vases and desk accessories.
- **Fine Foods:** fine foods and treats including coffee blends, coffee sampler gift boxes, tea, gluten-free bread mixes, soup, chili and corn bread mixes.

Q: Who are the women making Empowering Women Together merchandise? What are their stories?

A: Many women are behind the Empowering Women Together collection, including the business owners, farmers, bakers, seamstresses, weavers, textile workers and jewelry makers. Many of them have inspirational stories to share. You can read more about their stories at www.walmart.com/empoweringwomentogether.

Q: How is this program empowering women in the U.S. and around the world?

A: Empowering Women Together gives our women suppliers the opportunity to sell their goods to millions of Walmart.com customers, a market that might otherwise be beyond their reach. By connecting their products to more customers, they can prosper, creating better lives for themselves and new jobs for additional workers.

We are helping the women behind Empowering Women Together learn how to successfully partner with a large retailer and are sharing important insights about customers, buying trends, scaling, product development, packaging, promotions and general business acumen.

This program is part of our Global [Women's Economic Empowerment Initiative](#), which is committed to empower women by increasing sourcing from women-owned businesses, empowering nearly one million women through training, and promoting diversity and inclusion representation within our merchandise and professional services suppliers. To learn more about this, please visit www.corporate.walmart.com/women.

Q: How can my purchase make a difference?

A: By purchasing Empowering Women Together merchandise, you help the women who are our suppliers. They are working to create better lives for themselves and their families, and they want to earn their own success. Each

purchase will help grow this initiative, allowing more women in more businesses and more countries to participate. Walmart's commitment is to help each of these businesses create, craft and market merchandise that our customers will want to buy. Together, we can create a sustainable system that benefits everyone and builds momentum for real, lasting and positive change in the lives of our suppliers, their families and their communities.

Q: Are there guidelines for becoming an Empowering Women Together supplier?

A: We've worked closely with third-party experts and suppliers to build program focus and guidelines that we believe will result in the greatest impact. At launch, we are concentrating on suppliers with very little or limited access to customers. Most will have revenues of \$10 million or less and fewer than 300 stores selling their products. While we help these women-owned businesses grow, we want them to grow with us. So we will continue to work with suppliers who enter the program and grow into higher revenues.

Q: I'm a women-owned business in the U.S. How can my business become part of this program?

A: Interested suppliers from the U.S. can visit www.corporate.walmart.com/suppliers, click on "Apply to be a supplier" and then "National Product Suppliers (U.S. Only)." From there, initiate the online product submission process. Continue with the product submission process and when prompted click "yes" to indicate you are a Minority or Women Owned business. In step 2, select "women-owned business" from the drop down menu and enter "Empowering Women Together" in the buyer name field. Be sure to retain the application id number for your records.

Q: I'm a women-owned business outside of the U.S. How can my business become part of this program?

A: Interested suppliers outside of the U.S. can visit www.corporate.walmart.com/suppliers, click on "Apply to be a supplier" and then "National Product Suppliers (U.S. Only)." Even though it states U.S. only, interested suppliers in international countries can indeed apply through this system for our Empowering Women Together program. From there, initiate the online product submission process, and in step 1, no matter what country your business is in, select "I am a supplier in the U.S.". In field 1 of the address form, fill out your complete street address. In field 2 of the address form, fill in your city/province, country and applicable zip code. Select "Arkansas" for state and list zip code as "72716." Continue with the product submission process and when prompted click "yes" to indicate you are a Minority or Women Owned business, and when prompted in step 2, select "women-owned business" from the drop down menu and enter "Empowering Women Together" in the buyer name field. Be sure to retain the application ID number for your records.