

# BARRIERS TO GROWTH: IDENTIFIED ACCORDING TO THE SUPPLIER LIFECYCLE

## NEW SUPPLIERS

**Lack of awareness**

*Not aware of potential WOBs*

81 %

**Complexity and/or time**

*When adding new suppliers*

57 %

**Limits to scale / financing**

38 %

**Price**

33 %

**Product quality**

33 %

**How to present**

*Lack skills presenting to Walmart*

29 %

## EXISTING SUPPLIERS

**Lack of innovation / new products**

39 %

**Gaps in internal capabilities**

*(e.g., capacity)*

28 %

**Lack of proactive plan**

*To drive growth*

25 %

**Constrained logistics or distribution**

19 %

**Maxxed out in category**

*(e.g., assortment, low category growth)*

17 %

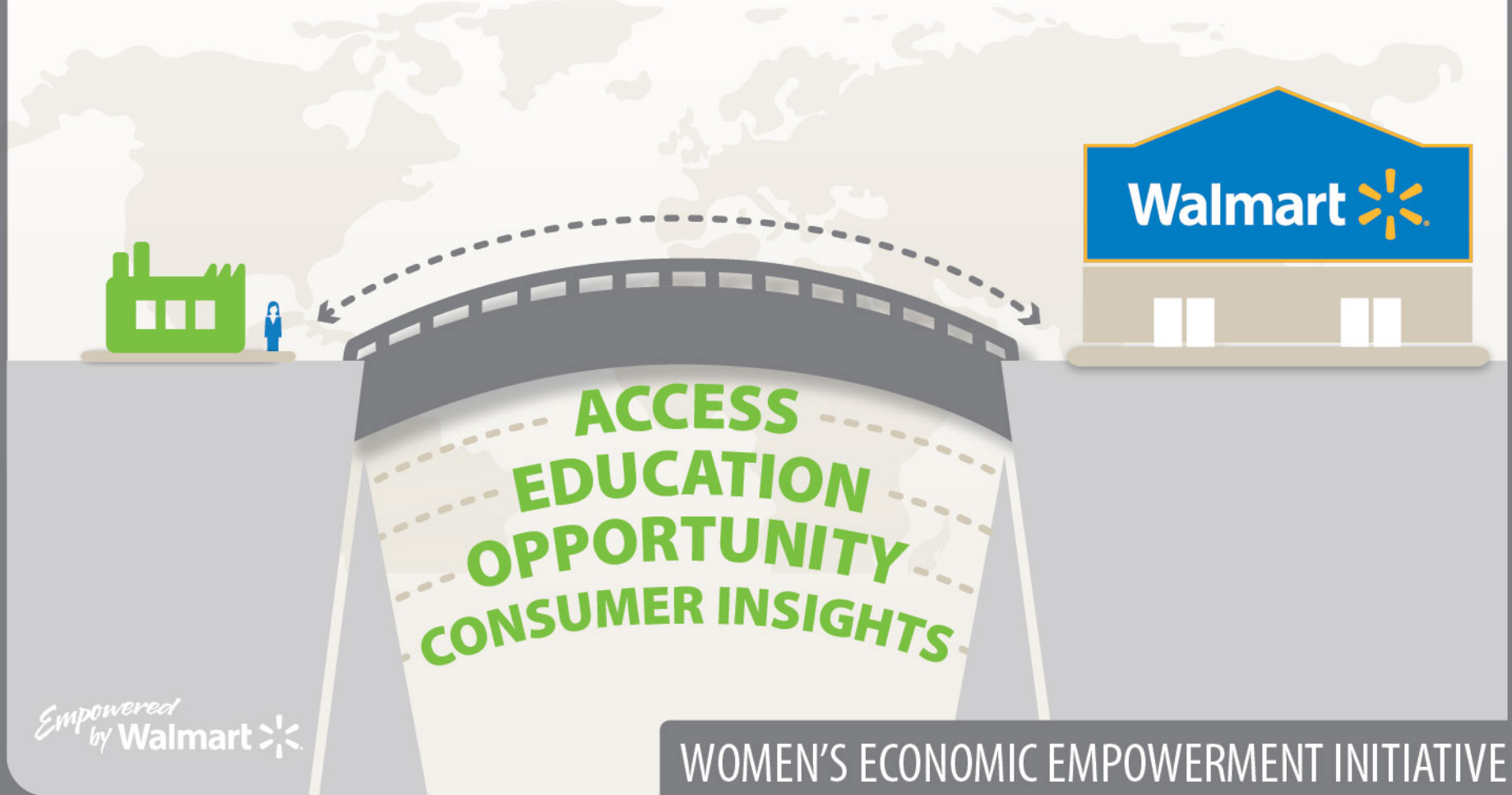
**Price**

17 %

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# BRIDGING THE GAP



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