Research has shown that compared to Walmart's competitors, their e-commerce sales are struggling to grow in expansion. In this case study, I will compare the differences between the e-commerce giant Amazon.com and Walmart.com. Additionally, I will create several solution options to help increase web sales for Walmart. These changes would require Walmart to make a larger investment into their IT staff and project development to achieve equal success in their online sales as they already have in the retail stores.

Compared to shopping online with Walmart's existing website, Amazon has more advantages with regard to their consumer services. Their website and App has a more user-friendly layout, with a simple design and detailed images. The online shopping experience with Amazon also caters to the emotional buyer by reducing the amount of "clicks" needed to complete an order. In comparison, Walmart's cluttered website requires a lot of interaction before completing an order. This troublesome process can easily turn a buyer away.

Amazon is clearly the leader in online retail and it has much to do with their consumer's buying power. Amazon.com has multiple vendors marketing the same product on their website for sale at different prices. If a consumer who is price driven visit's the website, they can easily find options that are suitable for their budget. On the other hand, Walmart, although they pride themselves on having the lowest prices, only has one price point option for the consumer. This huge difference gives Amazon an advantage in their online sales.

Consumers that shop at Walmart are drawn to their low prices and one stop shop business model. By investing in their IT department, this retail giant could substantially increase their online sales. The company should consider adopting some of the online practices of their competitors and also initiate projects to create innovative ideas that will "beef up" online visits and sales. Although Walmart is becoming a bigger player in the online market, compared to Amazon, the battle to become number 1 will not be easily won, without a new approach.

My solution to the problem is this, go back to the drawing board and create a user-friendly website. When browsing a retailer's site, it is often said that "less is more". Less clutter, and less clicks creates more spending as it has already been proven by the competition. Buyers often second guess their choices the longer it takes to complete a purchase. I propose giving the buyer less time to change their mind by adding a "Buy Right Now" option on the website opposed to an online shopping cart.

Another solution that is sure to set Walmart apart from its competition is business to business e-commerce. Like Office Depot, Walmart should expand on their business to business relationships. Business accounts with personal web portals for office purchases could drive online retail sale through the roof.

The solutions that I present to Walmart will help them become a leader in online retail, however it will require a larger investment into their IT staff. Decluttering and resurfacing the website in addition to business web portals will take this already huge company to the next level in sales, and theoretically wipe out the competition.