

In any organization, the human resource (HR) department plays a crucial role in developing, reinforcing, and changing culture to ensure it is in line with the organizational goals. The growth of every organization is dependent on staffing; hence its effectiveness and efficiency are key. Since the human resource department controls the organization's entire operation, it is important to set a goal that ensures an increase in productivity at all levels, including the management. HR, therefore, sets goals to ensure that all its employees engage in training and development. This is done by creating training programs that ensure that employees' performance is improved, leading to the attainment of organizational and personal goals. Additionally, the department engages in cost and quality control and employee acquisition and retention to ensure that the skills, abilities, and talents available match the organizational goals.

Walmart is a global company that engages in retail and wholesale and hence requires a large workforce to operate. As a result, it has an extensive human resource department to manage its employees from diverse cultures properly (Ofori-Nyarko, Wang, & Annoh. 2019). Due to the competition in this field, Walmart has to ensure that its internal environment is in its best shape to ensure customer satisfaction.

The success of Walmart has been associated with the utilization of the company's strength to build a competitive advantage over their competitor. Hence a SWOT analysis was conducted on the organization to determine the ability and culpabilities of the internal and external environments. Establishing the strengths was crucial as it aids in utilizing the opportunities to counter the threats, thereby allowing the organization to retain its position in the retail world. Strengths and weaknesses are associated with the internal environment, while threats and opportunities are related to the external environment (Benzaghta, et al., 2021).

Strengths (S)

Most of the strengths established in these organizations are related to their size, and hence it can counter competition from upcoming retail companies. Some of the strengths established include:

- Global supply chain, which is efficient.
- Global structural size
- Diverse workforce
- Enhance technologies in most of their departments

Weaknesses (W)

The weakness identified in Walmart affects the organization's ability to withstand the threat. Therefore, these areas need to be addressed as they prevent the organization from performing optimally. Some of the weaknesses identified include:

- A business model that can be copied easily
- Poorly motivated employees
- Thin profits margins, especially in some states
- Poor relation with the external communities.

Opportunities (O)

These included the favorable external factors, which, if well utilized, would lead to great growth and expansion of their retail stores. As the organization is multinational, most opportunities are linked to expansion and economic situations. Some of the opportunities identified are:

- Utilization of developing countries' markets
- Enhancement of HR department to handle diversity better
- Heightening the standards of products offered

Threats (T)

If not appropriately addressed, threats can cause harm to the organization, which may have a great impact on its development. Most of the threats associated with Walmart result from growth in the retail market and the change in consumers' perceptions. Some of the threats identified include:

- Aggressive competitors
- Preference of online retailers by customers

For HR to be effective, the goals set must be SMART (specific, measurable, achievable, realistic, and timely). HR in the Walmart organization has set several goals that fulfill this criterion. The most crucial of the goals are:

Skills and talent acquisition

Due to the layoffs conducted as a result of COVID-19, the organization has set recruitment goals to fill the positions with employees with the right skills to perform the set tasks.

- Specific – increasing the hiring process to fill all positions.
- Measurable – to 75% in 2022
- Attainable – from 55% which resulted due to layoffs to the earlier 75%, which had been attained in 2019
- Relevant – to reduce the cost of hiring while ensuring selection of the best candidates
- Timely – from January to August 2022

Strengthening of the feedback structure.

The success of an organization is heavily dependent on the feedback from the consumers to establish the areas that require improvement. Therefore, the organization set goals to ensure that the management received information from customers.

- Specific – to improve customer relations to improve sales
- Measurable – the sales are expected to increase by 20%
- Attainable – from 40% in 2021 to 60% in 2022
- Relevant – despite increasing the profit, it will help establish the hitches that require improvement
- Timely – from February 2022 to January 2023

Every organization's success depends on the relationship between the management and the employees. The alignment of HR goals is crucial to ensure effective performance, which leads to the organization's profitability (Benzaghta, et al., 2021). Understanding an organization's strategic plan allows HR to decide

on the skills to retain to help prioritize goals. Since HR goals and organizational goals are directly related, all new employees are hired on contract to measure their performance and adaptability before hiring them permanently.

Every organization requires human labor and strategic HRM acts as the foundation that strengthens the company. Therefore, when effectively applied, it helps the diverse internal community operate as one leading to attaining organizational goals. The link built between the organization and its workforce gives the institution a better chance to succeed.

References

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