

Scaling Your Walmart Business

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When to Scale

Scaling too early can be as dangerous as scaling too late. Ensure your foundation is solid before expanding.

- All existing listings should be at 90+ LQS
- Buy Box win rate should be above 90%
- Seller Scorecard metrics should be comfortably above thresholds
- Advertising campaigns should be profitable (positive ROAS)
- Inventory management processes should be reliable and automated

Scaling Strategies

Once your foundation is solid, apply these strategies to grow your Walmart business.

- Expand your product catalog with 2-4 new SKUs per month
- Enter adjacent categories where your brand has credibility
- Increase advertising budget proportionally with proven campaigns
- Consider international expansion to Walmart Canada
- Build a team to handle increased operational complexity
- Invest in automation tools for pricing, inventory, and advertising