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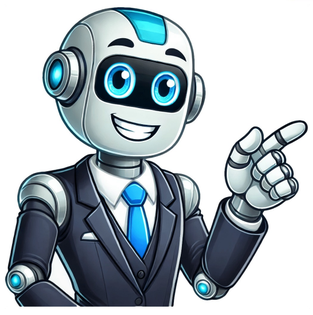

0 ratings0% found this document useful (0 votes)1K viewsWalmart was one of the first major international brands to enter China in 1996. However, despite an early start, Walmart has struggled to dominate the Chinese market as it has in the US, staAl-enhanced title and descriptionSaveSave Wal-mart China Case Study For Later0%0% found this document useful, undefinedWal-Mart has undergone remarkable growth through the implementation of the international market expansion strategy. Some of the markets in which the firm has experienced optimal performance include Brazil and Mexico. The international market expansion strategy has increased Wal-Mart's capacity to generate sales revenue. One of the markets that Wal-Mart has identified critical to its future sustainability includes China. Get a custom case study on Wal-Mart in China Statement of the problemDespite its commitment to global market expansion, Wal-Mart has not succeeded in all its target international markets. One of the markets that have proved challenging to Wal-Mart is the revenue generation strategy includes China. Wal-Mart's motivation to enter the Chinese market arose from the prevailing opportunity. China ranks among the fastest growing economies in the Middle East. Economic growth in the countries longer-term sustainability.Wal-Mart intends to strengthen its market performance in other emerging markets such as Brazil and Mexico. However, the strategy has proved ineffective in fostering the firms market dominance. The limitation of the strategy in the Chinese market has arisen from the complexity associated with the Chinese retail industry.One of the core factors that contribute to the companys poor performance entails the influence of different market factors such as an increase in the intensity of competition. Despite the firm being in operation in the Chinese market for over a decade, the low pricing strategy has not contributed to significant improvement in the firms capacity to generate value for the company.Purpose of the reportThis report entails a strategic case analysis of Wal-Marts performance in the Chinese market. The report details a macro-environmental analysis of the prevailing market conditions in China. The macro-environmental analysis is undertaken by employing the PESTLE and SWOT frameworks.Moreover, the report evaluates the gaps in Wal-Marts approach to market segmentation, customer analysis, positioning, and marketing mix strategies. Thus, provides insight on the issues that have contributed to Wal-Marts poor performance. The report further provides alternative solutions that the firm should consider in promoting its performance in China 1 hour! The minimum time required from the time you receive the original paper.AnalysisPESTLE AnalysisWal-Mart's operation in the international market is subject to different forces emanating from the political, legal, economic, social, and technological environments.Political factorsChina has implemented different legal and political policies in improving its attractiveness to foreign investors. One of notable structural changes that the Chinese government has enacted entails relaxing the requirements required to establish operations in the country. At the time of its entry into the Chinese market, all foreign companies intending to operate in China were required to partner with local Chinese firms.This requirement provided the local companies a high stake in the foreign company and hence the level of control. The government has eliminated such restrictive requirements through the establishment of free economic zones. Moreover, foreign companies are provided the right to acquire local Chinese companies. This aspect has provided Wal-Mart an opportunity to implement the market expansion in China.Despite Chinas ranking amongst countries with the highest corruption risk, the Chinese government has put efforts in improving the legal environment. This aspect has led to the creation of an environment conducive for business operations. The legal structures have enabled China to counter malpractices such as corruption and bribery. Wal-Mart was found guilty of failure to adhere to consumer safety by selling products [pork] past their expiry date.The Chinese government imposed a US$ 572,000 fine and ordered 13 of the firms stores be closed at Chongqing (Farhoomand 21). This aspect underlines the Chinese governments commitment to promoting investor confidence and customer safety. Wal-Marts failure to adhere to comply with the legal requirements in the host country might affect its reputation and hence its market performance.Economic factorsChina has undergone remarkable economic transformation since its adoption of the open door policy. The economy has experienced a double digit growth in the last decade. The economy has grown from $150 billion in 1978 to $1.2 trillion in 2004 (Economist 1). The growth has been fuelled by the increase in consumer purchasing (1.38). In 2012, the Chinese National Bureau of Statistics reported that the retail sales of goods grew by 14.3% in 2011. Moreover, the US grocery market segment would grow by only 4.5% (Farhoomand 18). Thus, Wal-Mart may gain remarkable increment in its sales revenue by exploiting this market segment. Remember! This is just a sample You can get your custom paper by one of our expert writers Source: (China GDP par. 1)Social factorsChinas population of 1.3 billion citizens makes the market attractive to global retailers. The huge population indicate the likelihood of generating high sales revenue. The countrys social structure is changing rapidly due to the countrys economic growth. One of the notable changes relates to growth in the size of middle-class consumers. This category of consumers is progressively inclining towards consumption of high quality and authentic products.The Chinese middle-class consumers prefer consuming products that contribute to the improvement of their status. Some consumers usually associate high prices with prestige. Ferrell and Hartline support the view that high price contributes to the creation of a feeling of prestige and individuality (43). Since its entry into the Chinese market, Wal-Mart has failed to understand the Chinese consumer behaviour.Thus, the firm has not been able to adjust its strategies accordingly to be in touch with the local customers. This aspect explains the ineffectiveness of the companys EDLP strategy in the Chinese market. On the contrary, Sun-Art retail group, a local retail Chinese firm, has attained a relatively high market share compared to Wal-Mart because of its decision to localise its strategy (Farhoomand 18).Technological factorsThe China has implemented an extensive Information Communication Technology [ICT] infrastructure in its quest to promote the development of a knowledge based economy. The ICT infrastructure is considered critical in promoting the country competitiveness in the global market. The ICT infrastructure has contributed to the rapid growth of e-commerce capabilities.Chinese and American companies have increased usage of different online shopping platforms. However, only about 0.8% of the small and medium enterprises in China have succeeded in establishing valuable e-commerce capabilities (Jabson and Aubert 201). Wal-Mart has put substantial effort in implementing e-commerce technologies. This aspect has improved the firms capacity to reach the technology savvy customers such as the youth. Moreover, e-commerce has improved the firms ability to create a unique customer experience.Competition structureOne of the key approaches that can be used in evaluating the market structure entails the intensity of competition. The intensity of competition provides critical insight on the most appropriate strategy to implement in countering the competitive pressure (Morris, Devlin, and Parkin 137). Get your first paper with 15% OFF Learn More The Chinese retail industry is characterised by a high degree of concentration, which has arisen from the presence of different industry players. The attractiveness of the Chinese market to retail firms future sustainability has led to the entry of numerous domestic and foreign companies. The countrys total retail sales double every five years (Farhoomand 18).Moreover, the relaxation of the legal requirements necessary to establish operations in the industry has further led to growth in the intensity of competition. Thus, most retail firms are attracted to exploit the available market opportunity. Wal-Mart faces intense competition from the local and foreign companies operating in China. The core foreign competitors include Carrefour and Tesco. Other competitors include the Taiwanese, Korean and Hong Kong retailers operating in mainland China.The domestic retailers in China have developed an adequate understanding of the foreign companies competitive model. Subsequently, some of the Chinese local retailers have imitated the foreigners business model. Thus limiting the capacity of retail firms to exploit the market opportunity.The imitation of strategies affirm that local retailers constitute fierce competitors. Foreign retailers have developed economies of scale. The huge size of the Chinese retail sector coupled with a large number of competitors makes it expensive for the retailers quest to manage and implement a smooth market expansion strategy by 1% until 2015. Consequently, the US grocery market segment would grow by only 4.5% (Farhoomand 18). Thus, Wal-Mart may gain remarkable increment in its sales revenue by exploiting this market segment. Remember! This is just a sample You can get your custom paper by one of our expert writers Source: (China GDP par. 1)Social factorsChinas population of 1.3 billion citizens makes the market attractive to global retailers. The huge population indicate the likelihood of generating high sales revenue. The countrys social structure is changing rapidly due to the countrys economic growth. 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Consequently, gaining a huge market share and hence becoming a market leader is a challenge.SWOT AnalysisWal-Marts performance in the Chinese market can be evaluated based on its strengths, weaknesses, opportunities and threats as illustrated herein.Customer AnalysisWal-Mart has targeted the Chinese mass market. The firms decision to target the mass market is informed by the large Chinese population. Thus, the firms customer group is comprised of customers belonging to a different social class and economic status. The integration of mass marketing has enabled Wal-Mart to integrate an extensive product portfolio. However, the change in consumer behaviour has made the concept of mass marketing ineffective in Wal-Marts quest to generate high sales revenue.Market segmentation and positioningAn organisations market segmentation and positioning strategy influence its capacity to generate sales revenue by understanding and exploiting the customer needs of a specific customer group (Ferrell and Hartline 45). Wal-Mart has incorporated behavioural market segmentation and positioning approach. The firm has achieved this goal by establishing different store formats that include Discount Compact Hypermarket, Neighbourhood Market, Sams Club and Wal-Mart Supercenter.The supercenter format enables the firm to offer customers an assortment of low-priced products. Thus, it has been able to address the price sensitive customer group. The Sams Club format enables Wal-Mart to address the customers image enhancement needs by stocking high-quality brands from the local and international market. The firms Sams Club stores operate as a membership store, which ensures that members are offered hospitable treatment.The Neighbourhood Market has enabled the firm to target residents in large and prosperous communities in the country. Conversely, the firm has succeeded in targeting customers in tier two and three cities. Through this format, the company has been in a position to provide a convenient shopping experience.Marketing mix strategiesPricing strategy Wal-Mart marketing activities in China are based on the low-cost strategy. The low pricing strategy is based on the everyday low prices model. The firms rationale for adopting this strategy is to improve its capacity to access the Chinese mass market.Product strategy; the firm has integrated an extensive product strategy in its quest to satisfy a large number of customers. This aspect has enabled Wal-Mart to offer customers different product categories.Promotion strategy; Wal-Mart has adopted integrated marketing communication strategy to create awareness to a large number of customers in China.Distribution strategy; the firm has established retail outlets in different locations in China. Currently, the firm operates over 370 different retail stores in China. This format has contributed to significant improvement in the firms ability to reach the target customers.Alternative solutionsDespite Wal-Marts presence in China for over a decade, the firm has not been able to exploit the available market opportunity successfully. The firm should consider the following options in resolving the problem faced.Investing in consumer market researchOne of the factors that have contributed to Wal-Marts failure in implementing the EDLP strategy in China entails the lack of understanding of the Chinese customers tastes and preferences. The firm has deployed the EDLP strategy in a market that is increasingly being characterised by a rapid change in consumer behaviour.To deal with this challenge, the firm should invest in an extensive market research. One of the benefits of investing in consumer market research is that the firm will be in a position to understand the consumers buying patterns. The consumer market research will enable the firm to adjust its marketing strategies such as pricing, promotion and product strategy.Despite the benefit of market research, Wal-Mart will be required to review and adjust its strategies regularly to align with the changing market conditions. Thus, conducting a market research on the target mass market might be an expensive undertaking to the firm.Investing in e-commerceDespite the fact that China has established an extensive ICT infrastructure, Wal-Mart has not been able to exploit the opportunities associated with e-commerce. To develop competitiveness, Wal-Mart should consider improving its investment in e-commerce. This approach will minimise the firms overreliance on brick-and-mortar retail stores.The integration of an effective e-commerce platform will enable Wal-Mart to reach a large number of Chinese customers. Moreover, e-commerce will play a critical role in Wal-Marts quest to develop a strong relationship with customers and suppliers. However, the effectiveness of the firms e-commerce platforms might be hindered by risks such as technological changes and cyber security challenges.Retuning the strategic positioning strategyWal-Mart should consider adjusting its positioning strategy by investing in the concept of differentiation. Therefore, the firm should not over-emphasise on low pricing strategy considering that the growth of a large middle-class population in China has made most Chinese consumers insensitive to price.On the contrary, Chinese consumers are inclined towards consumption of luxurious products that contribute to improvement in their personality and social status. The limitation of the product differentiation strategy is that the firm might incur a significant cost due to the rapid change in consumer tastes.Investing in eco-friendly products and promotion of consumer safetyWal-Mart has been accused of engaging in unethical business practices such as selling expired products. This aspect has led to a significant damage to the companys reputation. The firm should consider restoring its image by investing in ethical business practices such as offering customers safe products and investing in eco-friendly products.However, implementing this strategy will require the firm to pressure its suppliers to ensure that they adhere to ethical practices. Moreover, consumers are willing to pay premium prices for products that are aligned with their consumer tastes and preferences. Therefore, the firm should consider implementing the following options.Investing in customer market research this option will enable the organisation to offer products that are aligned with the customers tastes and preferences. Moreover, customer market research will provide Wal-Mart insight on how to localise its products hence aligning with the Chinese culture.Product differentiation; the firm should invest in extensive product differentiation. This approach will contribute to remarkable improvement in the firms capacity to address the product needs of different customer groups. Product differentiation will enable the firm to adjust its pricing strategy successfully by integrating premium pricing. Thus, the firm will succeed in communicating the value and quality of its products.E-commerce; Wal-Mart should invest in secure online shopping platforms in its quest to reach the entire Chinese market. This move will improve Wal-Marts marketing capability in the rural areas. However, the firm should ensure that the online shopping platforms are secure.Works CitedChina GDP 2015. Web.Dahlman, Carl, and Jean Aubert. China and the knowledge economy; seizing the 21st century, Washington, DC: World Bank, 2011. Print.Farhoomand, Ali. Wal-Mart in China, Hong Kong: Asia Case Research Centre, 2012. Print.Ferrell, Charles, and Michael Hartline. Marketing strategy, Mason: Thompson South-Western, 2008. Print.Hall, Robert, and Marc Lieberman. 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You do not have to comply with the license for elements of the material in the public domain or where your use is permitted by an applicable exception or limitation . No warranties are given. The license may not give you all of the permissions necessary for your intended use. For example, other rights such as publicity, privacy, or moral rights may limit how you use the material. American stock market index composed of 30 industry leaders"Dow Jones index" redirects here. For other indices, see Dow Jones.Dow Jones Industrial AverageHistorical logarithmic graph of the DJIA from 1896 to 2018FoundationFebruary16, 1885; 140 years ago(1885-02-16) (as DJA)[1]May26,1896(1896-05-26) (as DJIA)[2]OperatorS&P Dow Jones IndicesExchangesNew York Stock ExchangeNasdaqTrading symbol^DJI$INDU.DJIDJIAConstituents30TypeLarge capMarket capUS$19.5 trillion(as of December31, 2024[update])[3]Weighting methodPrice-weighted indexWebsitewww.spglobal.com/spdji/en/The Dow Jones Industrial Average (DJIA), Dow Jones, or simply the Dow (/daʊ/), is a stock market index of 30 prominent companies listed on stock exchanges in the United States.The DJIA is one of the oldest and most commonly followed equity indices. It is price-weighted, unlike other common indexes such as the Nasdaq Composite or S&P 500, which use market capitalization.[4][5] The DJIA also contains fewer stocks, which could exhibit higher risk; however, it could be less volatile when the market is rapidly rising or falling due to its components being well-established large-cap companies.[6]The value of the index can also be calculated as the sum of the stock prices of the companies included in the index, divided by a factor, which is approximately 0.14 as of November 2024[update]. The factor is changed whenever a constituent company undergoes a stock split or stock dividend, so that the value of the index is unaffected by the stock split. Price calculation in May 26, 1896,[2] the index is the second-oldest among U.S. market indices, after the Dow Jones Transportation Average. It was created by Charles Dow, co-founder of both The Wall Street Journal and Dow Jones & Company, and named after him and his business associate, statistician Edward Jones. The first published value of the index was 40.94. The initial components were nicknamed "the 12", because they were all railroad companies, reflecting the importance of railroads in the economy at the time. The Dow Jones Industrial Average, added on August 1, 1916, and was one of the 30 companies included in the Dow Jones Industrial Average, added on August 1, 1976, and was 97 on the 2011 Fortune 500 list.[7] On January 1, 2012, it was announced that the Dow Jones Industrial Average would be expanded from 30 to 33 companies, with the three additional slots to be filled by Bank of America, Cisco Systems, and Visa Inc. The expansion was first implemented on September 24, 2012, with the inclusion of Visa Inc. Since then, the Dow has been expanded to 30 companies, with the last change being made on May 6, 2024, when Amgen, Honeywell, and Salesforce.com replaced ExxonMobil, Pfizer, and Raytheon Technologies.[31]On February 26, 2024, Amazon replaced Walgreens Boots Alliance.[32]On November 8, 2024, Nvidia replaced Intel, and Sherwin-Williams replaced Dow Inc.[33]Investing in the DJIA is possible via index funds as well as via derivatives such as option contracts and futures contracts.Index funds, including mutual funds and exchange-traded funds (ETF) can replicate, before fees and expenses, the performance of the index by holding the same stocks as the index in the same proportions. An ETF that replicates the performance of the index is issued by State Street Corporation (NYSEArca:DIA).[34]ProShares offers leveraged ETFs that attempt to produce three times the daily result of either investing in (NYSEArca:UDOW) or shorting (NYSEArca:SDOW) the Dow Jones Industrial Average.[35]In the derivatives market, the CME Group through its subsidiaries the Chicago Mercantile Exchange (CME) and the Chicago Board of Trade (CBOT), issues Futures Contracts; the E-mini Dow ($5) Futures (YM), which track the average and trade on their exchange floors respectively. Trading is typically carried out in an open outcry auction, or over an electronic network such as CME's Globex platform.The Chicago Board Options Exchange (CBOE) issues option contracts on the Dow through the root symbol DJX. Options on various Dow-underlying ETFs are also available for trading.[36]The following table shows the annual development of the Dow Jones Index, which was calculated back to 1896.[37][38]End-of-year closing values for DJIAYearClosing ValueNet Change%Change1896040.450.491.2018979.41+8.96+22.15189860.52+-11.11+-22.49189966.08+3.56+9.19190070.71+4.63+7.01190466.61+20.50+41.74190596.20+26.59+38.20190694.351.851.92190758.7535.6937.73190886.15+27.40+46.44Highlights: In the Dow Jones Industrial Average, the highest percentage gain was 46.44% (1904), the lowest was −22.99% (1907), the greatest point gain was 1,618.13 points (2024), the greatest point loss was −2,997.10 points (2020), the greatest percentage loss was −38.33% (1917), the greatest closing value was 47,948.32 points (2024), the greatest intraday value was 48,000.86 points (2024), the greatest intraday range was 1,289.64 points (2024), the greatest intraday range was 5.38% (2020). Also: Closing milestones of the Dow Jones Industrial Average and List of largest daily changes in the Dow Jones Industrial AverageDJIA monthly trading volume in shares from 1929 to 2012In 1884, Charles Dow composed his first stock average, which contained nine railroads and two industrial companies that appeared in the Customer's Afternoon Letter, a daily two-page financial news bulletin which was the precursor to The Wall Street Journal. On January 2, 1886, the number of stocks represented in what is now the Dow Jones Transportation Average dropped from 14 to 12, as the Central Pacific Railroad and Central Railroad of New Jersey were removed. Though comprising the same number of stocks, this index contained only one of the original twelve industrials that would eventually form Dow's most famous index.[39]Dow calculated his first average purely of industrial stocks on May 26, 1896, creating what is now known as the Dow Jones Industrial Average. None of the original 12 industrials still remain part of the index.[40]American Cotton Oil Company, a predecessor company to Hellmann's and Best Foods, now part of Unilever.[41]American Sugar Refining Company, became Domino Sugar in 1900, now Domino Foods, Inc.[41]American Tobacco Company, broken up in a 1911 antitrust action.Chicago Gas Company, bought by Peoples Gas Light in 1897, was an operating subsidiary of the now-defunct Integrys Energy Group until 2014.[41]Distilling & Cattle Feeding Company, now Millennium Chemicals, formerly a division of LyondellBaseII.[42][41]General Electric, still in operation, removed from the Dow Jones Industrial Average in 2018.[41]Laclede Gas Company, still in operation as Spire Inc., removed from the Dow Jones Industrial Average in 1899.[41]National Lead Company, now NL Industries, removed from the Dow Jones Industrial Average in 1916.[41]North American Company, an electric utility holding company, broken up by the U.S. Securities and Exchange Commission (SEC) in 1946.[41]Tennessee Coal, Iron and Railroad Company in Birmingham, Alabama, bought by U.S. Steel in 1907. U.S. Steel was removed from the Dow Jones Industrial Average in 1991.[41]United States Leather Company, dissolved in 1952.[41]United States Rubber Company, changed its name to Uniroyal in 1961, merged with private Goodrich Corporation in 1986, tire business bought by Michelin in 1990.[41] The remainder of Goodrich remained independent until it was acquired by United Technologies in 2012 and became a part of UTC Aerospace Systems, now Collins Aerospace, a Raytheon Technologies subsidiary.When it was first published in the mid-1880s, the index stood at a level of 62.76. It reached a peak of 78.38 during the summer of 1890, but reached its all-time low of 28.48 in the summer of 1896 during the Panic of 1896. Many of the biggest percentage price moves in the Dow occurred early in its history, as the nascent industrial economy matured. In the 1900s, the Dow halted its momentum as it worked its way through two financial crises: the Panic of 1901 and the Panic of 1907. The Dow remained stuck in a range between 53 and 103 until late 1914. The negativity surrounding the 1906 San Francisco earthquake did little to improve the economic climate; the index broke 100 for the first time in 1906.[43]At the start of the 1910s, the Panic of 1910[1911 stifled economic growth. On July 30, 1914, as the average stood at a level of 71.42, a decision was made to close the New York Stock Exchange, and suspend trading for a span of four and a half months. Some historians believe the exchange was closed because of a concern that markets would plunge as a result of panic over the onset of World War I. An alternative explanation is that the United States Secretary of the Treasury, William Gibbs McAdoo, closed the exchange to conserve the U.S. gold stock in order to launch the Federal Reserve System. Trading resumed on December 12, 1914, the index closed at 74.38, a gain of 4.16%. This is frequently reported as a large drop, due to using a later redefinition. Reports from the time say that the day was positive.[44] Following World War I, the United States experienced another economic boom, and the Dow Jones Industrial Average reached a peak of 381.17 on September 3, 1929, the bottom of the 1929 crash came just 2 months later on November 13, 1929, at 195.35 intraday, closing slightly higher at 198.69.[47] The Wall Street Crash of 1929 and the ensuing Great Depression over the next several years saw the Dow continue to fall until July 8, 1932, when it closed at 41.22,[48] roughly two-thirds of its mid-1880s starting point and almost 90% below its peak. Overall for the 1920s decade, the Dow still ended with a healthy 131.7% gain, from 107.23 to 248.48 at the end of 1929.[46] In inflation-adjusted numbers, the high of 381.17 on September 3, 1929, was not surpassed until 1954.Marked by global instability and the Great Depression, the 1930s contended with several consequential European and Asian outbreaks of war, leading to the catastrophic World War II in 1939. Other conflicts during the decade which affected the stock market included the 19361939 Spanish Civil War, the 19351936 Second Italo-Abyssinian War, the Soviet-Japanese Border War of 1939, and the Second Sino-Japanese War of 1937. The United States experienced the Recession of 19371938, which temporarily brought economic recovery to a halt. The largest one-day percentage gain in the index happened in the depths of the 1930s bear market on March 15, 1933, when the Dow gained 15.34% to close at 62.10. However, as a whole throughout the Great Depression, the Dow posted some of its worst performances, for a negative return during most of the 1930s for new and old stock market investors. For the decade, the Dow Jones average was down from 248.48 at the beginning of 1930, to a stable level of 150.24 at the end of 1939, a loss of about 40%[49]Post-war reconstruction during the 1940s, along with renewed optimism of peace and prosperity, brought about a 33% surge in the Dow from 150.24 to 200.13. The strength in the Dow occurred despite the Recession of 1949 and various global conflicts.During the 1950s, the Korean War and the Cold War did not stop the Dow's climb higher. A nearly 240% increase in the average from 200.13 to 679.36 ensued over the course of that decade.The Dow began to stall during the 1960s as the markets trudged through the Vietnam War, the Cuban Missile Crisis, the Six Day War, and the Cold War. The Dow closed the decade at 800.36, a 17.8% increase from the beginning of the decade, for a 0.8% annual return, which was outpaced by inflation, the consumer price index, unemployment and high interest rates. The Dow reached its 1000 level for the first time on November 14, 1972, the average closed at 1,003.16, a 14.7% increase for the year. The Dow closed the 1970s at 838.74, a 4.3% increase for the decade, for a 0.4% annual return, which was outpaced by inflation, the consumer price index, unemployment and high interest rates.The Dow Jones Industrial Average (DJIA) 30 years ending 1979 (1949 to 1978)The Dow Jones Industrial Average (DJIA) 30 years ending 1989 (1959 to 1988)The Dow Jones Industrial Average (DJIA) 30 years ending 1999 (1969 to 1998)The Dow Jones Industrial Average (DJIA) 30 years ending 2009 (1979 to 2008)The Dow Jones Industrial Average (DJIA) 30 years ending 2019 (1989 to 2018)The Dow Jones Industrial Average (DJIA) 30 years ending 2029 (1999 to 2028)The Dow Jones Industrial Average (DJIA) 30 years ending 2039 (2009 to 2038)The Dow Jones Industrial Average (DJIA) 30 years ending 2049 (2019 to 2048)The Dow Jones Industrial Average (DJIA) 30 years ending 2059 (2029 to 2058)The Dow Jones Industrial Average (DJIA) 30 years ending 2069 (2039 to 2068)The Dow Jones Industrial Average (DJIA) 30 years ending 2079 (2049 to 2078)The Dow Jones Industrial Average (DJIA) 30 years ending 2089 (2059 to 2088)The Dow Jones Industrial Average (DJIA) 30 years ending 2099 (2069 to 2098)The Dow Jones Industrial Average (DJIA) 30 years ending 2109 (2079 to 2108)The Dow Jones Industrial Average (DJIA) 30 years ending 2119 (2089 to 2118)The Dow Jones Industrial Average (DJIA) 30 years ending 2129 (2099 to 2128)The Dow Jones Industrial Average (DJIA) 30 years ending 2139 (2109 to 2138)The Dow Jones Industrial Average (DJIA) 30 years ending 2149 (2119 to 2148)The Dow Jones Industrial Average (DJIA) 30 years ending 2159 (2129 to 2158)Dividends Dump!V. 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