

Life

*with*

**WAL-MART**

A Vendor's Story

By Kunmi Oluleye



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Stone Mountain, Georgia

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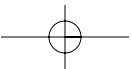
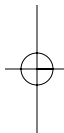
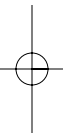
# Contents



Chapter One	So you want to sell your product to Wal-Mart?	15
	Distancing From Wal-Mart	17
	Embracing Wal-Mart	18
	Good Supplier Experience	21
	Wal-Mart Supplier Diversity	22
	Does Wal-Mart's Diversity work?	22
	Blessings And Curses	24
	Competition	25
	Signatures Needed on Wal-Mart	
	Local Supplier Questionnaire	26
	Simplifying The Questionnaire Requirements	28
	Required Certifications—WBE & MBE	29
	Dun & Bradstreet Number	30
	Insurance Requirements	31
	UCC Membership	32
	Miscellaneous Expenses	33
Chapter Two	Wal-Mart's Partial Track Record	35
	Positives	36
	Negatives	37
	Major Issues For The African Supplier	41
	Wal-Mart's Low Prices	43
	What's the complaint About Wal-Mart?	43
	Change Is possible For Wal-Mart	46

Chapter Three	Sheba Foods' Experience	51
	New Friends Once In Wal-Mart	54
	The Wal-Mart Journey Began	55
	Sheba Foods' Wal-Mart Product Agreement	56
	About The Products	57
	Manager Meetings and Their Nigerian Phobias	59
	Product Production	62
	Marketing Plan	63
	Wal-Mart Delivery Times	63
	Delivery to The 24 Stores Began	64
	Delivery Fiasco At Gainesville Store	65
	Wal-Mart's Retailink System	69
	Cost of Demos And The Demo Experience	70
	Things Used For Our Demos	71
Chapter Four	The Process for the Jollof Rice Deli Entry	73
	Decision To Enter Deli	73
	Getting Ready For Deli Entry	74
	Getting Signatures Needed Again	76
	Wal-Mart's Diversity Philosophy	77
	Wal-Mart Approval Letters	78
	Projected Deli Sales	81
	Letter To Wal-Mart Legal	83
	The Dun & Bradstreet Contribution	88
	D&B Supplier Evaluation Report	89
	Buyer Moves On With Rice Trial	94
Chapter Five	The 90-Day Jollof Rice Trial	95
	Deliveries & Demos	97
	Letter To Wal-Mart's Board Members	98
	Day 1 of Deli Jollof Rice	101
	What Happened Between May to July 2006?	102
	Secret Shoppers	103
	Treachery In The Deli Camp	104
	Ambassadors Young & Masters	106
	Letter to Ambassador Young, Mr. Jesse Jackson	107
	Mr. Jesse Jackson	109
	Congresswoman Cynthia McKinney	111
	Jollof Trial Over	112

Chapter Six	Wal-Mart Germany Exit & African Entry	117
	Wal-Mart Leaves Germany	119
	Poor Market Entry Strategy	120
	Function Of The Traditional African Market	121
	African Supermarkets Transforming Retail	122
	Commonalities - German And African	124
	Which Companies Will Do Right By Africa?	127
Chapter Seven	Who is buying African food in U.S. Supermarkets?	129
	You Eat African Food Everyday	131
	Exposing Children To African Foods	132
	Why Is 20% of Africans Buying African Foods?	133
	Don't Shoot The Messenger	135
	Why Are Caucasians buying African food?	136
	Why Is Only 2% of African-Americans buying African food?	137
	Conscious & Unconscious African-Americans	141
	Celebrity focus on Africa	142
	Who should be buying African Foods?	144
Chapter Eight	What now?	145
	Sheba Foods At A Glance	146
	Product Reflections	148
	Cooking DVDs	151
	Rest In 2007	151
Appendices		
	<i>One</i> Sheba Foods Catering	154
	<i>Two</i> African Dinner and a Movie	156
	<i>Three</i> Flavors of Africa Food Trade Show	158
	<i>Four</i> Cooking DVD—Kenya, Nigeria & S. Africa	160
	<i>Five</i> Book “ <i>Selling My Food to Supermarkets,         Distributors, Etc.</i> ”	162
	<i>Six</i> Book “ <i>The Cure of Chronic Hepatitis B:         One Man's Cure, One Family's Experience</i> ”	164
	<i>Seven</i> Sheba Travel—Back To Your Roots	166
	Glossary	169
	References	171
	Index	174

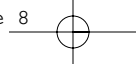


## Acknowledgement

*To my children for all you do.  
Make this a point of reference of  
God's Strength.  
To Him be the Glory!*



*God will paralyze every  
demon that resists  
my progress in Jesus Name!  
Amen*



The speech below by Nelson Mandela was originally written by Marianne Williamson. I personalized it.



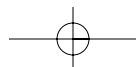
*My deepest fear is not that I am inadequate. My deepest fear is that I am powerful beyond measure. It is my light, not my darkness, that frightens me most. I sometimes ask myself, who am I to be brilliant, gorgeous, talented and fabulous? Actually, who am I not to be?*

*I am a child of God. My playing small doesn't serve the world. There's nothing enlightened about shrinking so that other people won't feel insecure around me. I am meant to shine. I am born to make manifest the Glory of God that is within me. It's not just in some of us, it's in everyone.*

*As I let my light shine, I unconsciously give other people permission to do the same. As I am liberated from my own fear, my presence automatically liberates others.*



**Say it out loud, daily!**





## ABOUT THE AUTHOR

Born in Lagos, Nigeria, Kunmi Oluleye, moved to the United States at the age of 14. She started cooking at the age of 8, not by choice, but because she is the oldest of four children and was in charge of the house while both parents pursued full time careers.

While growing up, her father owned and operated a bakery business and she was required to work when not doing homework or other chores. From the 1950s, her grandfather, Joshua Ade Tuyo, had a business in Nigeria called DeFacto Bakery and Eateries at Yaba, Lagos, Nigeria. It was famous throughout Nigeria and other parts of Africa, for its breads, cakes, meat-pies and sausage rolls. His establishment greatly influenced the baking industry in most of Africa. One could say that cooking is in the family.

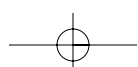
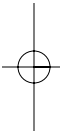
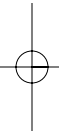
Kunmi's undergraduate and graduate degrees are from Simmons College in Boston, Massachusetts. She has over 15 years of experience in these industries: Food, Technology, Consulting and Corporate Event Planning. As of July 2007, Kunmi's latest trade participation was in February 2007 with the USDA Trade Mission to Nairobi, Kenya, and AGOA Workshop with the West African Trade Hub, to Douala, Cameroun.

Kunmi is the author of two other books, *Selling My Food to Supermarkets, Distributors, Etc.*, a story of how an African woman crossed various barriers: cultural, race, gender, faith and issues of being a small business and *The*



*Cure of Chronic Hepatitis B*, a documentation of one man's cure of Hepatitis B with the Ribavirin and Interferon therapy.

Sheba Foods has been widely covered by media. To view TV clips, magazine articles and other news, please visit this webpage [www.shebafoods.com/news.aspx](http://www.shebafoods.com/news.aspx). To have Kunmi as a speaker, more information available on the speaker page at [www.shebafoods.com/speaker.aspx](http://www.shebafoods.com/speaker.aspx).



## ABOUT THIS BOOK

This is a book that I almost did not publish. As a Wal-Mart supplier, I feel a need to share my Wal-Mart journey with everyone. I had the idea to write this book in March 2006, given all the hell that broke loose with Wal-Mart. There were so many distractions, discouraging comments and events. Every person I told about the book or read the manuscript has serious reservations and concern for my well being. What if the people I talk about, Ambassador Andrew Young and Mr. Jesse Jackson react negatively? What if Wal-Mart and Dun & Bradstreet have a temper tantrum? Can I deal with it? What if someone sues me for libel? What if other supermarkets blacklist me for fear that I might write about them? They may not approve my products or those products I represent regardless of quality and need. What if this? What if that? As I pondered all concerns, thoughts and suggestions, the only thing that kept coming to my mind was: What would Jesus do if he had my experience? He would definitely spread the word! I am simply following his footsteps.

It was difficult keeping emotions out of this book. I didn't want to be portrayed as an irate black woman lashing out at Wal-Mart or the others that I talk about. I hope that everyone mentioned takes this book constructively, so as to not allow what happened with our relationship to repeat itself. The questions posed to you throughout the book is for you to ponder points made. I tried to remain as objective as possible in stating the facts, to allow you to draw your own conclusions. Chapters Three to Five were the most difficult to write, with Chapter Five being the most excruciating. It forced me to revisit painful memories that

I'd rather have left alone. I hardly ever cry. Most people including my family call me the Iron Woman. A lot of the suppressed tears were shed during the Wal-Mart experience.

This book would be incomplete if I excluded my culture and religion, the basis of my foundation. I am Yoruba, a tribe in Nigeria. In different Chapters, I share Yoruba proverbs applied during the Wal-Mart experience. Even though I am a Christian, I have lost faith in the Church. The Christians I come in contact with can't seem to do right. Given the Halleluyahs and spiritual victories stated in the book, it would be misleading to not disclose that I have not been to Church in years, yet the Trinity shows up in full force when I call on Them. Psalm 116: 1-2 niv sums up my feelings about God. "I love the LORD, for he heard my voice; he heard my cry for mercy. Because he turned his ear to me, I will call on him as long as I live."

### **Recap of the reasons for writing this book.**

- ④ To share my Wal-Mart's two and a half year journey, so that potential and current suppliers will know how react if faced with similar situations.
- ④ To challenge the African-Americans to buy African foods.
- ④ To explore and engage conversation on what happens when Wal-Mart opens stores in Africa.

Visit the book's website <http://www.lifewithwalmart.com> for updates, questions or feedback.

## Warning – Disclaimer

This book provides information about one Wal-Mart supplier's exposure. It is sold with the understanding that the publisher and author are sharing a story and not rendering legal or other advice. If you are a supplier and decide to take your product to market, especially with Wal-Mart, please do extensive research beforehand.

Every effort has been made to make this book as complete and as accurate as possible. However, there may be mistakes both typographical and in content. Therefore, this book should be used only as a general guide and not as the ultimate resource for getting your product to market and keeping it there.

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