

ASDA -Customer experience

ASDA STORY - SINCE IT HAVE STARTED

The ASDA Story



The Reign of Queen's Supermarkets

Peter Asquith and his brother Fred made contact with Associated Dairies and a new company was formed... **Asquith + dairies = the birth of Asda**

The Foundation of George

A major success of this period was the foundation of the George Davies partnership and the introduction of George clothing into 65 stores in February 1989

Asda Became part of the Walmart Group in June 1999



The Digital Age

The end of the decade has seen the growth of **Asda** to over 370 stores, and the rapid expansion of **Asda Home Shopping**.

2008 saw the launch of the non-food online business **Asda Direct** which is now supported by a Collect In-Store service at over 300 stores



And today...

- Over 170,000 dedicated Asda colleagues in more than 370 stores, 23 depots, 8 recycling centres, George House and Asda House
- Around half of total food sales at Asda are own brand
- Over 18 million weekly shoppers
- The Asda Home Shopping business has over 97% coverage in the UK
- We now sell over one million products across Asda Direct and George.com

ASDA
.....
SAVING
YOU MONEY EVERY DAY
.....

1920s
1960s

1960s

1970s
& 80s

1980s

1990s

1999

2000s

Late
2000s

ASDA
SAVING
YOU MONEY EVERY DAY

Asda's Roots

ASDA can trace its roots back to a group of Yorkshire farmers who formed Hindell's Dairies in the 1920s. The first Asda supermarket opened under the 'Queens' name in Castleford in the early 1960s

The Acquisition Trail

During this period, Associated Dairies embarked upon a programme of diversification; the business now sold everything from baked beans... to motor cars!

The Norman Conquest

Archie Norman arrived at **Asda** in December 1991 and quickly installed the **Asda Way of Working**. It provided a framework for a new organisation structure making stores the 'heroes' and promoting colleague involvement. It was a new dawn for **Asda**. **Asda** rediscovered its core values and customers returned to a revitalised **Asda** that had gone back to its roots

Flexible Channels

Meeting our customers' needs through the opening of **Asda Livings** and introduction of **ASDA.com**, financial services and new own label brands. In 2005 Andy Bond was appointed CEO, we started operations in Northern Ireland and broke the 300 stores mark. **Asda** grew from strength to strength



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Ethics is a system of moral principles and perception about right verses wrong

Ethics deals with moral and immoral, good and bad behaviour dealing with one another .It is set of moral principal that guides a person's behaviour

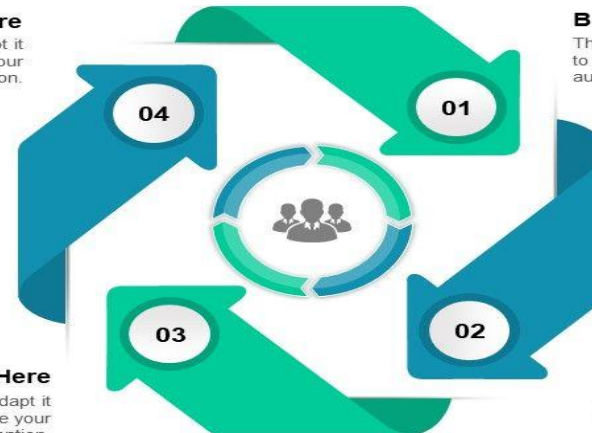
Business Ethical Practices

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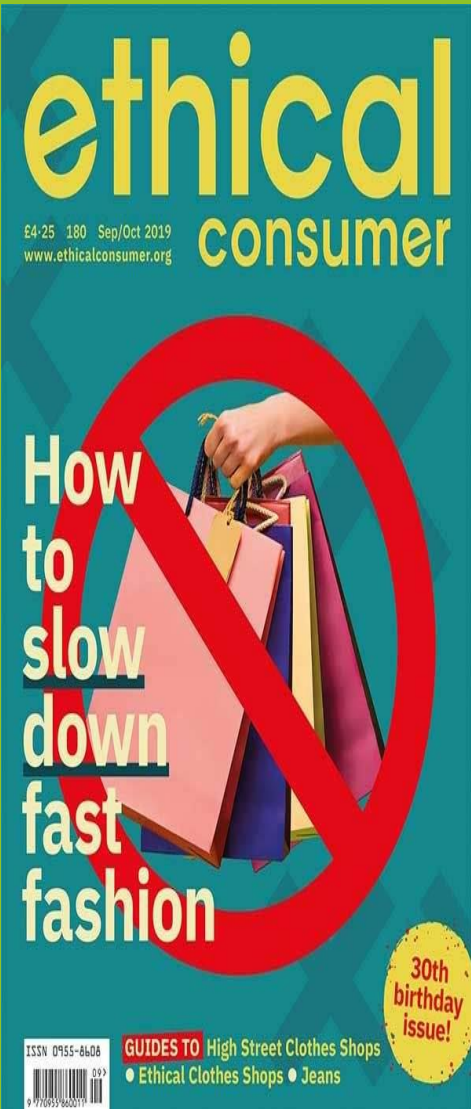
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Effects of Ethics on a given organisation

PROS /ADVANTAGE	CONS /DISADVANTAGE
Positive work culture	Can't maximise the profit
Procure loyal consumers	Take a long time to get back customers
Less legal problem	Negativity in working culture
Employee retention	Legal problem arises
Company reputation build up	Government rules hindrance



ASDA -Customer experience

Ethical and forward thinking of Asda - pros //cons

Mission

To be Britain's best value retailer exceeding customer needs... everyday

Purpose

To save everyone money, everyday

Values

We put our customers first everyday
We care for our colleagues everyday
We strive to be the best we can be everyday

ASDA SAVING YOU MONEY EVERY DAY

ASDA

Welcome to the Modern Slavery elearning module.

This module provides an insight into the issue of Modern Slavery, how you can help prevent it and how to deal with it if you suspect it.

The module should take approximately 10 minutes.

Start module

Three steps to a supermarket scorecard:



1. We examined supermarkets' policies and practices



2. We looked for behaviour that protects the rights of workers, farmers and women and gave each supermarket a score out of 100%



3. The higher the percentage, the better your supermarket checks out on human rights – but all six still have a long way to go.

	2018	2019	
TESCO	23%	38% ^{↑15%}	✓
Sainsbury's	18%	27% ^{↑9%}	✓
ASDA	17%	23% ^{↑6%}	✓
ALDI	1%	19% ^{↑18%}	✓
Morrisons	5%	16% ^{↑11%}	✓
LIDL	5%	9% ^{↑4%}	✓

ASDA'S ETHICAL ADVANTAGE

Employees will get equal treatment ,hence happy staff eager to help all time could attract more customer

Better improve motivate staff can spread positive vibes ,create happy customers ,hence increase in footfall ,profit

Ethical communication increase truthfulness , fairness ,responsibility in return will get happy customers walking out

ASDA'S ETHICAL DISADVANTAGE

Unethical behaviour can create totally negative environment ,which in return have unhappy customers ,less footfall in Asda

Unethical communication can set Asda back to starting point as communication is the key to make profit in the current time

Asda should treat their staff Transparently as staff will help in enhancing the growth in profit which is the key to success

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SWOT ANALYSIS /ASDA - ETHICS

STRENGTH

Branding of Asda by supporting local cause
Strengthen the screw on the supplier to be ethical
Reducing environmental impact on the operation

WEAKNESS

Horse meat scandal still hurts Asda as the issue is good enough to reduce the sell of meat in Asda
Timber case is also a real blow when it starts to loosen lot of business in the environmental ground

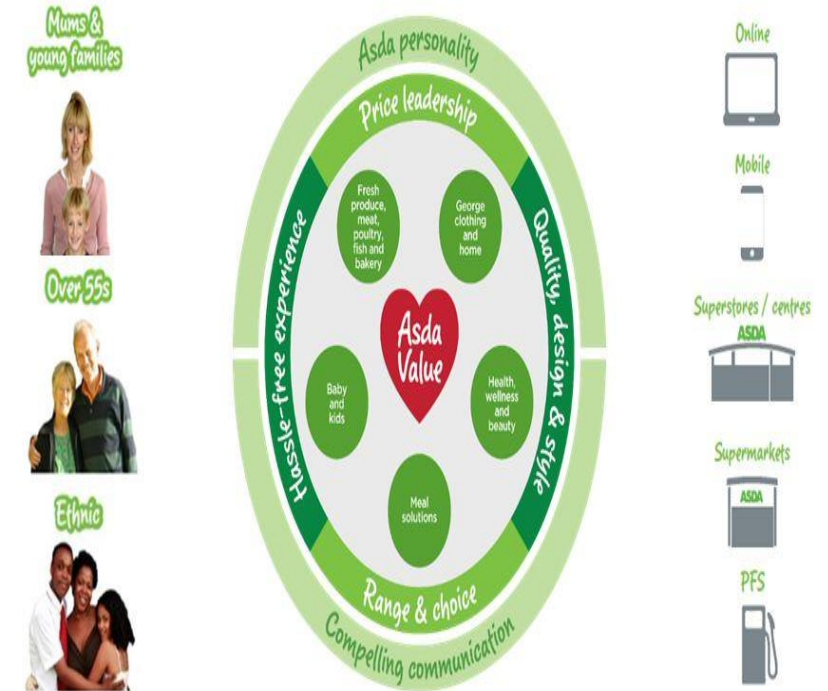
OPERTUNITIES

To grow with more nature friendly product
Control natural waste
Keep tight eye on the production house so that they don't take bad opportunities

THREATS

Face competition form other supermarket in the pricing issue
Constant change policies of the government

OUR CUSTOMER PROPOSITION - DELIVER VALUE



ASDA SAVING YOU MONEY EVERY DAY

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ETHICAL IMPROVEMENT RECOMENDATION

WORKING WITH THE LOCAL COMMUNITY ASDA COULD HELP TO REDUCE THE FOOD WASTE IN THE HOME OF CUSTOMERS AND GET THEM TO SHOP WITH SATISFACTION

IN THIS DIFFICULT TIME ASDA COULD RECRUIT STAFF FROM THE COMMUNITY TO HELP THE UNEMPLOYMENT RATE GO LOW

CHARITY ALWAYS WINS PEOPLES HEART AND ALREADY ASDA IS DOING THEIR BIT TO HELP IN THE DIFFICULT TIME TO FIGHT THE PANDAMIC ,HENCEFORTH CUSTOMERS WILL ALSO REMEMBER AND SHOP IN ASDA AS A RETURN GUESTURE

ASDA COULD COME UP WITH IDEAS THAT WOULD SAVE OUR ENVIOURMENT BY GOING ECO FRIENDLY PRODUCE WHICH IN TURN CAN PULL CUSTOMERS IN

THE LAST NOT THE LEAST IN THIS DIFFICULT MOMENTS ASDA COULD LOOK TO HELP THE CUSTOMERS ,MAY BE REDUCING THEIR PROFIT MARGIN A BIT SO THAT THEY WILL STAND BEHIND THE SOCIETY

ASDA SUPPORTING TO FIGHT THE PANDAMIC
DONATING MONEY AND £5 MILLION TO FOOD BANKS,EXTENDED ACCESSIBLE
HOURS

