



# Quality

„In business, manufacturing and engineering the quality is interpreted as the superiority of something while customer expectations are fully satisfied”  
(Nanda, 2005).

# Benefits and Drawbacks of Quality Management

## Benefits:

- ▶ Cost reduction
- ▶ Customer satisfaction
- ▶ Defect reduction
- ▶ Morale

## Drawbacks:

- Employees training is time consuming
- Negative effects on costs in short time period
- Might result adverse reaction from employees

# Benefits and Drawbacks for ASDA's

## Benefits:

- ▶ View on product quality and performance
- ▶ The data is collected in one place
- ▶ It attracts customers to send feedback
- ▶ Increases job satisfaction
- ▶ Reduces wastage

## Drawbacks:

- Trainings are more time consuming than average in the industry
- Cost ineffective in short time periods

**ASDA**

# „ASDA wants to be the best value retailer in United Kingdom which meet customer needs every day”

## SWOT

### Strengths:

- Award winning company based on quality and value
- Operates QMS to reduce costs and increase efficiency
- Successful long-term contracts with suppliers
- Successful learning and training programmes
- Constant contact with customers through social networking

### Opportunities:

- New trends in customers behaviour may open a gate to provide quality products in reasonable price
- Development of training to reduce the time of learning with the same results will reduce overall cost of training

### Weaknesses:

- Some critics saying that quality is not as good as competitor's products (for example Waitrose)
- The same quality products can be found cheaper at competitor's supermarket (Lidl or Aldi)
- More time to train and develop their employees than average in the industry
- Investment in development and research is below the average in the market and ASDA needs new technologies.
- Standard design

### Threats:

- ASDA faces many competitors on the market such as Tesco's and Sainsbury's
- Price and quality race with other retail brands

The ASDA logo is displayed in white, bold, sans-serif capital letters within a green rounded rectangular background.

# Recommendations

- ▶ Improvement in area of internal design. M&S is a good example of high quality interior to make customers comfortable.
- ▶ Increase job satisfaction to keep employees. Thanks to that **ASDA** will reduce the time on training new workers

**ASDA**