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Introduction

- The trading environment has changed from the beginning stage of the organization due to emerging technologies. Also, the organization is facing internal and external challenges due to emerging business organizations in the UK. the critical perspective of Asda will be analyzed through different models and theories in the presentation.

What is meant by CRM

- CRM is the process by which Asda maintains its relations with all the process of the organization and the customers organization (Raab et al., 2018). It basically deals with the potential customers.

What is sustainability?

- Corporate Sustainability is the approach which is aimed for creating the value of long-term stakeholder through the implementation of a business strategy which mainly focuses on the social, cultural, ethical, environmental and economic dimension for conducting business (Pradan, 2018). This theory has three pillars, they are economic, environmental and social, these pillars are being discussed below in respect of ASDA supermarkets,

What is meant by quality?

- Quality means the standard condition of the strategies, processes and performance of an organization (Raab et al., 2018). It is used in Asda to develop its organizational processes, organizational culture, organizational products or services.

What does CRM mean?

- Customer relationship management (CRM) is defined as an organizational approach that assimilates technology, processes, and people in order to exploit customers' relationships (Goldenberg, 2018)

Benefits of CRM

- CRM offers simplicity, customization, and handiness for the implementation of transactions regardless of the kind of channel of interaction used . CRM systems help organizations to assess customer profitability and loyalty based on repurchases and durability (Raab et al., 2018).

Benefits of ethics

- Ethics can help an organization like Asda to pass critical time effectively (Pradan, 2018).
- It can also help in getting customer support.
- Ethics can help in brand image of an organization in a positive way.

Benefits of quality system

- Quality system always help to develop organizational processes and culture that can attract customers (Goldenberg, 2018).
- In ASDA, it builds on the open system theory by stressing that the customer is the most important part in Asda by emphasizing management's responsibility for managing cross-functional processes internally and by acknowledging the contribution of each individual organization(Raab et al., 2018).

What is SWOT analysis?

- It is an analysis that gives proper idea about the strengths weaknesses, opportunities and threats of an organization (Pradan, 2018).

SWOT analysis of ASDA-Strengths

- Asda has an increasing marketing share.
- It has online business transaction system organization(Raab et al., 2018).
- It also has an established brand value.

SWOT analysis of ASDA-Weaknesses

- The organization has unorganized labor rules
- Sometimes Asda mix up in maintaining quality of products (Pradan, 2018).

SWOT analysis of ASDA-Threats

- Globalization can reduce the sales of the organization organization(Raab et al., 2018).
- The inorganic growth is leading the organization to a critical situation.

SWOT analysis of ASDA-Threats

- The organization can face international trade block.
- The organization faces an extensive competition in Europe (Pradan, 2018).

Conclusion

- The objectives of the presentation were to know properly the process of the quality management in ASDA, and to know what benefits and what challenges the organization faces in ensuring and maintaining a good customer relationship in the competitive market organization(Raab et al., 2018). The report achieved its purpose with the proper description.

References

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- Pradan, S., 2018. “Retailing Management: Text and Cases”, 3rd edition, Tata McGraw-Hill Education
- Raab, G., Ajani, R.A., Gardena V. and Goddard, G.J., 2018. “Customer relationship management: a global perspective” Gower Publishing

That concludes the
presentation

Thank You