ASDA's SUSTAINABILITY

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Module Unit : A Critical perspective of ASDA in relation to its CRM ,Ethics,Sustainability and Quality policies and operations

ASDA

The Beginning and Today

ASDA Stores Limited was founded as Associated Dairies & Farm Stores Limited in 1949 in Leeds with the merger of the Asquith chain.

ASDA went through a great diversification and today is the third largest retailer in the UK with over 630 stores.

SUSTAINABILITY

According to Brundtland : "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

Advantages:

There are many benefits of sustainability. First of all sustainability maintains human health and contributes to the environment which benefits the economy because where less waste and pollution there is are more jobs and better distribution of wealth.

“The economy is entirely dependent on resources from the planet to sustain it, as well as the energy of people to drive it. Society is also a part of the environment and is reliant on the well-being of the environment for life itself”. https://econation.co.nz/blog/the-benefits-of-sustainability/
In other words priority of sustainability is Planet, People and Production.

Disadvantages:

There are some disadvantages of environmental sustainability such as air pollution, water pollution and spreading diseases among people.

According to The Guardian, ASDAS putts too much pressure on producers/farmers in terms of environmental standards to make long term investment in renewable energy on farms.

STAKEHOLDERS

It is highly important to make good decisions to maintain business transparency and trust between stakeholders without harming the company’s development .This helps ASDA’s strategy to look after the risks and overcome them, because engagement with stakeholders can make the organisation stay strong and competitive in the market.

SWOT

STRENGHTS

In May 2020 it will open its fist sustainability store

Opportunities

To roll out the idea of sustainability store

Weaknesses

Merger of ASDA & Sainsbury's deal risks environmental harm

Threats

Climate change will have a impact on food ASDA buys from across the world

RECCOMENDATION

Based on the information debated above, with the slogan "low –price strategy ", ASDA challenges the competitors with their sustainable advantage.

With regards to the opening of the new sustainability store, the recommendation would be to listen to the customers feedback to make the decision if is worth to roll out the plan or to stop.

Due to the Global Warming ASDA should focus on improving sustainability adapting to the changing environment.

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