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Asda Ethics

Short history

Asda's history is tracked from early's '20s, with Asquith family who runs a butcher shop in Knottingley.

- 1965 – Asda opens the first shop. The name combination comes from ASquith and the term DAiries, from the local dairy farmers with they associated in 1949.
- 1985- Asda's first logo appears, revitalising the brand.
- 1989- George, Asda's clothing retailer, was officially released, replacing old labels. The name comes from Next founder, George Davies.
- 1990- Asda is facing with bankruptcy and is bought by Walmart on 26 of July 1999, for 6.7 billion.
- 2020- Asda have 165.000 employees all around the world, having a 9.2 per profit increase, from last year.

Ethics definition

"aims to analyse the cause and effect of the moral aspects, in order to improve productivity and the function of the company and to perform activities to the stakeholders. An ethic audit will identify the cause that the company has it, and show the useful way to adopt responsible conduct" (Conrad, 2018)

My definition

Ethics are rules that can define our moral system and can act as guidelines to reveal how an individual can conduct itself on society, based on his ethics. The rules can be applied for business as well.

Benefits of ethics

1. ***Can improve employee happiness***
2. ***Help on decision-making and communication***
3. ***Improve teamwork and productivity***
4. ***Can help to fulfil the set goal***
5. ***Can enhance company's reputation.***

Drawback

1. ***Lack of role positive role models***
2. ***Maximise profit in bad ways.***

Asda benefits

1. Asda is selling more of the trade products by helping farmers.
2. Ensure that goods are produced without exploitation
3. Creates partnerships
4. Develop opportunities

Conclusion:

Asda's ethics needs an improvement, where the employee needs to be treated right, where Asda needs to enhance, motivate and support more the staff and environment