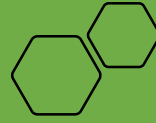


Understanding and Engaging in the Customer Experience

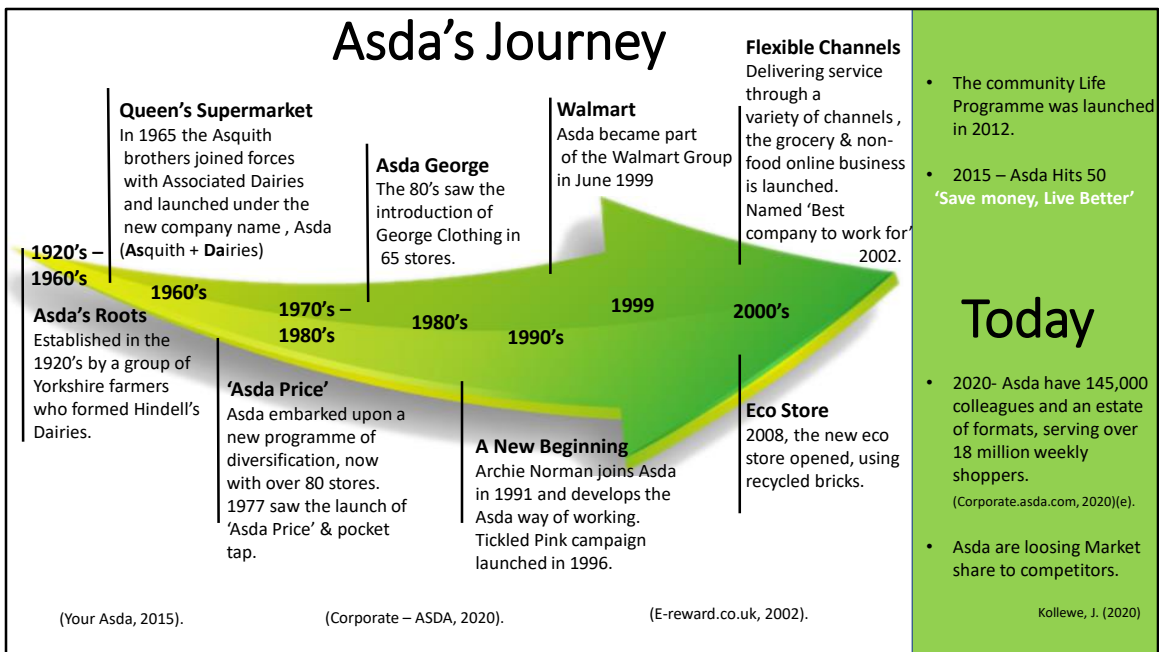


Asda's Ethics

Natalie Thomas
1712163

All the information for this presentation has been subtracted from a critical perspective of Asda in relation to CRM, Ethics, Sustainability and Quality report submitted by Natalie Thomas.

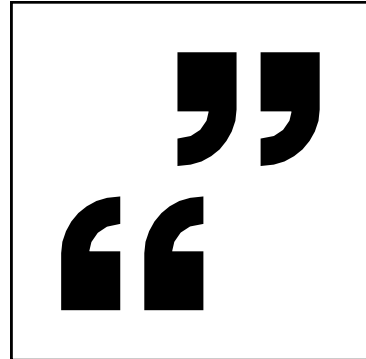
Full speaker notes and supported references are available within the report.



The presentation begins by giving brief examples of how Asda has developed as an organisation, highlighting successful areas in which have impacted their ethical perceptions and concludes by identifying the main issue they are facing in today's current market.

Definition

- Mullins defines ethics as, 'a study of morality, activities and practices that are considered to be right or wrong, together with the rules that govern them and the values to which they relate'. (Mullins, 2007)



The researcher explains how organisations use ethical policies to define their commitment to moral principles and behaviours that reflect their beliefs and the objectives they are trying to achieve. Underpinning the theory with an academic definition from Mullins, (2007)

Advantages

Vs

Disadvantages

- Competitive Advantage

(Calza, Profumo, & Tutore, 2016)

- Enhances A company's reputation.
- Builds customer loyalty
- Cost
- Recruitment
- Legality

(Hill, 2019)

- Unattainable Goals

- Smaller Profits

- Performance

- Wasted Time

(Lister, 2020)

With the demand for customers wanting to reduce the negative impact on the planet, it has become increasingly important for organisations to adopt an ethical plan to improve and enhance their customers experience.

The researcher lists the advantages to those who adhere to ethical values and the disadvantages of them that choose not to support ethical behaviour.



ASDA

- **Benefits** to Asda –

Statement of Ethics –

Earns and maintains the trust of their customers.
(Burnley, 2019)

- **Drawbacks** to Asda –

Ethical Consumers question.....

'Does its low prices come at high cost'.

(Ethical Consumer, 2020)

The researcher gives examples of how Asda use ethical policies benefit them and support their mission to gain the trust of customers, colleagues ad business partners. Then addresses the current claims of Asda's ethical behaviour and what it means for how they are perceived by customers causing drawbacks to the company.



Examples of Benefits to Asda's.....

- **The Customer** – Increases customer satisfaction.
(Yatich & Musebe, 2017)
- **The Supplier** – Build a confident, positive and trusting relationship using the improved ways of working.
(Butler, 2017)
- **The staff** – Offers colleagues a positive, respectful and safe work environment.
(The Global Statement of Ethics, 2019)

The researcher gives examples of how ethical trading at Asda benefits their customers, suppliers and staff. Supported by research from Asda and academic sources.

SWOT

- **Asda believes** – looking after the environment and saving consumers money go hand in hand. (Asdasupplier.com, 2020)

The Global Ethics and compliance programme-

- Addresses areas to ensure colleagues, suppliers and contractors are treated with respect, acting with personal integrity.
- Comply within laws the laws in which they operate. (Asda.com, 2020)(b)

Strengths

- Continued Support from partners.
- 50 Years experience
- Large rang of services

Weaknesses

- Bad publicity
- Policies remain debatable
- Ethical perceptions

Opportunities

- More eco-friendly stores
- Launch more environmentally products
- Enhance supplier relationships

Threats

- Competition
- Customer expectations

The researcher explains how Asda believe they are behaving ethically and then conducts a SWOT analysis based on the internal and external factors that contribute to their ethical trading.

Conclusion & Recommendations

- Introducing more eco friendly stores and products will help guide their commitment into the impact they have on the planet.
- While introducing enhanced policies and practices with suppliers can guide customers expectations on how Asda source and produce their products to ensure they are supporting wider legal requirements and local suppliers.
- Putting these measure in place can assist with addressing the current bad publicity and will limit future experiences.

The researcher concludes by addressing Asda weaknesses and threats and suggests recommendations that will help improve the their ethical perceptions.