

Student Name : Amina Begum

Student ID:1709433

TASK 1

CRM

CRM means customer relationship management. It is the technology for managing the company's relationship and interactions with the actual and potential customers. The customer relationship management goal is just to improve business relationships with the customers. CRM system helps a company to be connected with its valuable customers, improve profitability and streamline the process. Moreover, CRM can help companies in terms of all sizes drive in the growth of the business and maybe especially genetically to small kind of business (Buttle, 2014).

Sustainability

For human well-being and the well-being of society is kind of a part and parcel what sustainability stands for. It ensures that human beings have that access to go into basic resources, health is being protected and, in the end, enjoy a good quality life. Jobs can be promoted and economics can be stronger if economic growth happens (Lang, 2010.).

Quality

Quality refers to how good something can be compared with the other similar things. Quality also referred to as a tool for the natural property of any good or service which will allow differentiating the comparison with any other goods and services of that kind. Quality is a judgment that describes how excellent something or someone is. An example of quality is a well-made product. The quality is measured through the product or process, the requirement collection, and analysis of the important information. Metrics for both goals are used regarding the measurement of process and product quality (Rehborn and Palmer, 2008.).

TASK 2

Benefits of CRM

The benefits of customer relationship management is that it is helpful to find out new customers. It also helps the situation to create the win back former customers too. CRM gives ASDA to play so many numerous strategies that get the benefits for the super shops like ASDA. The follow-up strategy is so helpful and can rectify the possible problems. Furthermore, it enhances the effective cross and up-selling products of ASDA (Anheier, 2014.).

Benefits of Ethics/Sustainability

Ethics and sustainability create credibility among stakeholders of ASDA. It brings that impact which is essential for the business-like ASDA. ASDA is much more step ahead in terms of ethics and sustainability. Business ethics directly provides a potential framework that can make the evaluation in the management practice in general and a sustainability situation. Sustainability of ASDA can bring the benefit of improvement of the brand image. It can also bring a competitive advantage among competitors like Tesco and Morrison. By reducing plastic bags and recycle of the content, ASDA doing a great job and this is helping to increase productivity and reduce the cost too (Ball et al., 2015).

Benefits of Quality System

The quality system is very much crucial for the ASDA. The machines test the products at every single stage which brings the quality to ensure the product. This does the adding thing in the improvement of the quality and helps to add value to the product where the products are being checked at every phase of ASDA. Quality products and management quality are bringing the customer attraction to be the buyer of the ASDA. Quality assurance makes total quality management clear. It will make every employee delight a customer (Anheier, 2014.).

Drawbacks

One of the greatest challenges for customer relationship management is the enhancement in the cost. There are dozens of software and many more things are being used which makes pricing plan a little higher for the ASDA. Management needs more strong personality people and it will need experienced people in the work. It will increase the cost too (Eisenstat et al., 2008).

Drawbacks

The main drawback of ethics and sustainability of ASDA is that it can reduce the ability to maximize profit. Another big disadvantage of this is that it can kill time in terms of implement the practices. Sometimes doing great can flip the coin and can make a bad image which will decrease the retaining, customers, sales, investors and employees (Fernie et al., 2006).

Drawbacks

The quality system disadvantages are like production description, Employee resistance, etc. Sometimes to keep the quality terms at high can make it expensive. Quality systems always keep up the consistency on a check which can discourage new ideas and creativity (Eisenstat et al., 2008).

TASK 3

ASDA and its stake holders

The quality system disadvantages are like production description, Employee resistance, etc. Sometimes to keep the quality terms at high can make it expensive. Quality systems always keep up the consistency on a check which can discourage new ideas and creativity (Eisenstat et al., 2008).

TASK 3

ASDA and its stake holders

ASDA's stakeholders are their customers, employees, suppliers, quality of the products, owners, etc. ASDA and its stakeholders all are engaged with CRM, ethics/ sustainability and quality system. ASDA relies on its customers to gain profit in every single year. Customers are the greatest influencer on the engagement of CRM, ethics/sustainability and quality system. To keep those things in perfect shape, customers are the key matters for the ASDA. Customers' beliefs make ASDA stays with the ethical policy and maintenance of the quality (Michalakeas et al., 2015).

ASDA and its stake holders

Employees are the most vital asset of the ASDA. Allowing employees to share their opinions and views can capture the market easily. Their contribution also helps regarding take the decision to enhance the efficiency of ASDA. Suppliers are another big influencer for providing the best products to the ASDA. This brings the effectiveness in the CRM and other sectors. Quality of the products another factor which will help to get satisfaction (Michalakeas et al., 2015).

TASK 4

SWOT ANALYSIS

Swot analysis of the ASDA

Strength:

- Operating 560 stores across the UK, it can be said that ASDA has a strong brand name. This is the biggest strength of ASDA. Moreover, the company is also known for its variety of products and the value of the money in the list of most popular brands.
- Another strength part of ASDA is that its plc is the cheapest cost in the UK among the competitors. This is the key success for the ASDA in the last 3 years (Helms et al, 2010).

SWOT ANALYSIS

Swot analysis of the ASDA

• Weakness

- The layout of markets of ASDA in the UK is not small. Their competitors Tesco offers both small and medium-size supermarkets around the rural areas of the UK. The ASDA cant outcome from this barrier because of some government restriction.
- For being cheap in the product line than competitors sometimes ASDA suppose to sell low-quality products. The enhancement of the awareness of the people can literally shift people's buying patterns to quality products. It can be that people will prefer future quality over price which can reduce the sales of ASDA.
- ASDA loss to do their positioning. They are lag behind to create their name in customers' faces were competitors of ASDA are doing great in this issue (Helms et al, 2010).

SWOT ANALYSIS

Swot analysis of the ASDA

Opportunities

- The world is turning into digitalization. People now love to do shopping online in the UK. It's a great opportunity for the ASDA to secure more market share regarding this online issue.
- ASDA is still doing its business only in the UK. They should take opportunities to operate their business in those nations of Europe which are members of the EU .
- ASDA should open small markets in the rural parts of the UK. If ASDA has taken any initiative to overtake TESCO then it is necessary to take this opportunity to implement (Liu et al., 2019).

SWOT ANALYSIS

Swot analysis of the ASDA

Threats

- ASDA has a number of competitors in the market of the UK. Tesco is still the market leader. Sainsbury is one of the rivals of ASDA. This is the biggest threat and overtakes of these big rivals will be the biggest challenge for ASDA.
- Operating their business at a low price, the sales of ASDA are widely affected by economic fluctuations. The fact of food and that's inflation bring down the taxes result is very minimum marginal profits for the ASDA. Thus, ASDA is affected more than compared to other countries because of the economic fluctuations (Liu et al., 2019).

Conclusion:

The overall all the matters and all the approaches regarding ASDA have been touched. The strength and weaknesses and how ASDA can retain their business that all are described proficiently. According to the tasks, all the relevant matters of ASDA have been quite well narrated. Hopefully, the aim of this presentation has been achieved and make it understandable too all.