



(asda - Bing, 2020)



ASDA

Save money. Live better.



Asda presentation notes

Slide 1

Founded in the 1960s in Yorkshire, Asda is one of Britain's leading retailers ASDA is the second largest retailer in the UK, and it has been part of WAL-MART family of companies since 1999. . Dedicated colleagues serve customers from their network of stores and online services, including supercentres, superstores, supermarkets, Living stores, petrol filling stations and depots across the UK. More than 18 million people shop with Asda every week (Our History, 2020).

Slide 2

Asda have been successful and kept up with competition in the UK with being competitive with their quality

Quality is a standard of something that can be measured against other things of a similar kind such as your competitors; it is the degree of excellence of something, of good quality; excellent average or poor. In business, quality can be an interpretation as the inferior or superior to the competition; it is also defined as being suitable for its intended purpose by the business while satisfying customer expectations. Consumers may focus on the specification quality of a product/service, or how it compares to competitors in the marketplace. Quality control is about checking that the product or service produced meets the required standards or the standard the management has set (Quality KPIs and Scorecard – Full Guide with Examples, 2020).

This is a brief timeline of ASDA

Advantages of quality controls

This can help to prevent the sale of a faulty goods being sold to the stakeholders; customers will feel they have good value of service and product, employees will have less complaints.

It is not disruptive to productivity, workers continue producing, and inspectors do the checking, managers will feel reassured and also less monitoring will be needed from them self, senior managers will feel more positive about customer retention.

As with any quality system, the business may benefit from an improved reputation for quality and this may increase sales, staff will feel proud and better motivated at work instead of constantly dealing with high complaints about products and services (Studies, 2020).

Disadvantages of quality controls

It does not prevent waste of resources when products are faulty, constant faults on products and services could demotivate managers, board members, or suppliers could lose their contracts.

The process of inspecting the goods or service costs money; the wages of inspectors, the cost of testing goods in the laboratory, suppliers may feel under pressure and feel their products have unfairly high strict standards to follow.

It is unlikely that all employees will take more responsibility for quality, some staff could be unhappy with more thorough checking processes (Studies, 2020).



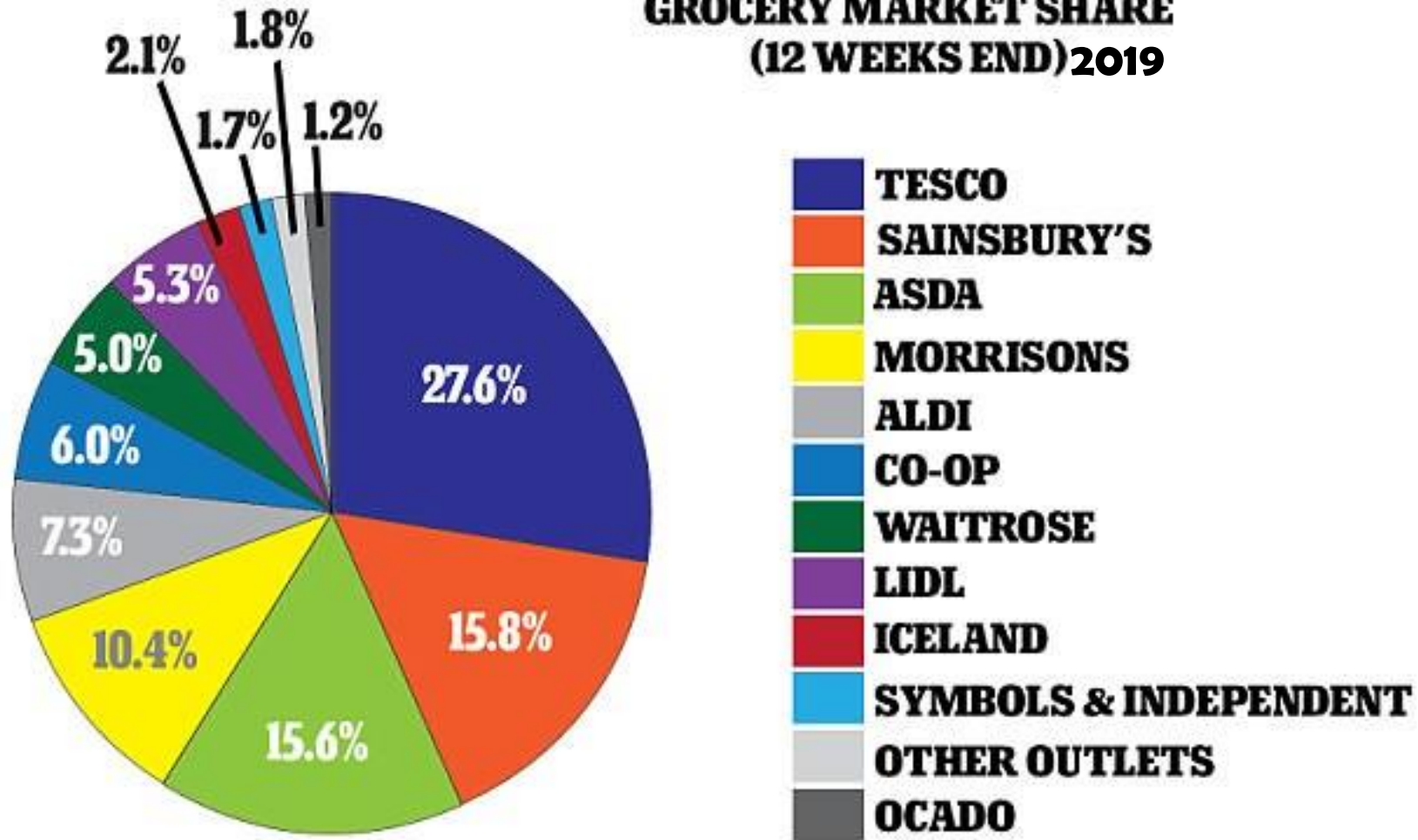
Current quality

They aim to provide a happy shopping experience for customers as well as the lowest price compared to their competitors; they are trying to steer customers up the loyalty ladder. They aim to provide through their George range quality affordable high street clothing. Asda have won awards for Christmas product of the year 2019. ASDA use a cloud based quality control system called 'QMS'

Which records all product details from; where it came from, how sustainable it is, how many are sold, how many complaints it has received. This software records how effective the complaint handling process has been, who dealt with the complaint and customer feedback, this is a very effective touchpoint software (Asda rolls out quality management system, 2020).



GROCERY MARKET SHARE (12 WEEKS END) 2019



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Timeline: How Asda Grew From Humble Roots

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|------|---|
| 1965 | Asda is founded when the Asquith family combines its groceries with Associated Dairies of Yorkshire, England. |
| 1981 | Asda opens its 100th store after diversifying into selling furniture, cars and property. |
| 1989 | Asda gets into financial trouble after buying stores from rival Gateway, saddling itself with debt. |
| 1995 | Then-Chief Executive Officer Archie Norman presides over a turnaround by modeling Asda on Walmart. |
| 1999 | Walmart buys Asda for 6.7 billion pounds, warding off a rival bid from retailer Kingfisher. |
| 2005 | Asda replaces CEO Tony DeNunzio with Andy Bond, amid concerns about a loss of market share. |
| 2017 | Walmart names Roger Burnley as Asda CEO in a bid to turn around its ailing U.K. business. |
| 2018 | Sainsbury agrees to buy Asda in a \$10 billion deal, with Walmart keeping 42 percent of the combined companies. |
| 2020 | Sainsbury merger fell through. |

Bloomberg 

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Raving Fan – Sells for you

Advocate – Tells others about you

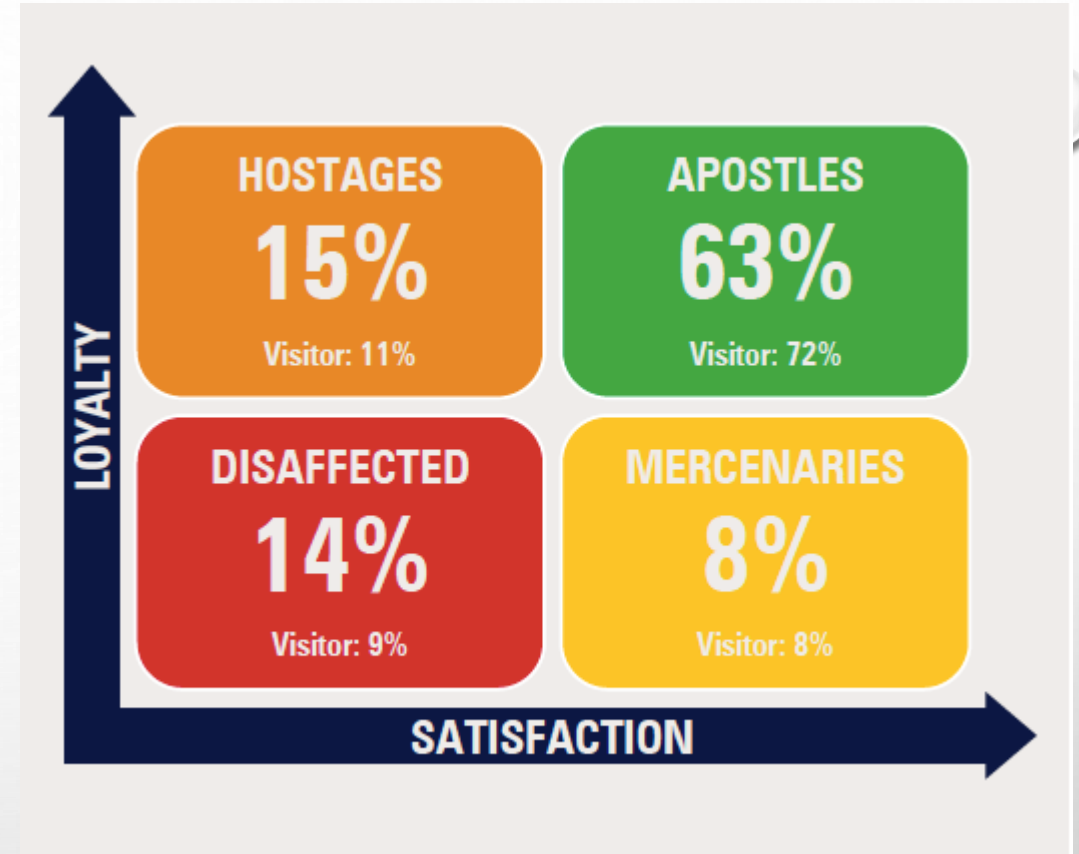
Member – Feels belonging

Customer – Bought again

Shopper – Bought once

Prospect – Supplied details

Suspect – Fits your market





Recommendation

Opportunities of ASDA are; to enter into other countries, to its own pharmacy, have a jewellery range, a photo service, to provide a delivery service, to provide a club card to rival Tesco club card. ASDA could enter other countries where competitor's quality are inferior to theirs, making them leaders in quality and increasing sales and brand awareness.

Threats of ASDA which can be nullified; price of competitors, which would need to be constantly matched, plans need to be made to counter Brexit and currently the coronavirus, in terms of supplies and staffing. ASDA will need to be proactive in analysing their quality control systems with available stocks and suppliers will be in demand and quality must still be maintained in order to keep customers towards the higher end of the loyalty ladder and within the hostage stage of the loyalty matrix.



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