

DSR Assessment 1

Online Group Presentation

BMSW4003

Digital Skills And Research Methods

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List of topics discussed in this presentation

- Background of the organisation
- The challenges before the introduction of modern technology
- Insights to the modern technology introduced
- The impact of the technology introduced
- Lessons that can be drawn from the case study.

Chosen organisation for the analysis:





What is ASDA?

Also known as Asda stores Ltd or Asda group of companies, it's a British retail supermarket with its headquarters based in Leeds, England, initially founded and owned by Asquith family (butchers) in 1920's. They later joined force with fellow Dairies companies of Yorkshires at city of Wakefield in February 1949.

Member of the group presenting: **AFUA**



What is ASDA?

Asquith family decided to run the butchery departments within their small group of stores. They merged their business with Noel Stockdale in 1965 to form a new company, **Asquith & Dairies = ASDA**

Member of the group presenting: **AFUA**



What is ASDA?

Noel Stockdale became the chairman of the company after he bought the stake of the Asquith family. Asda nearly entered in administration in 1991 due to flagging profit and debt and loss of customers left Asda in financial situation.

Member of the group presenting: **AFUA**



What is ASDA?

Asda keeps expanding its stores by merging with other companies becoming the second largest supermarket chain in the United Kingdom between 2003-2014.

Challenges before the introduction of modern technology

- **Customers who required different services all had to wait in the same queue which wasn't an efficient process.**
- **As Asda is expanding they require more staff to help at the till but their effort could be used elsewhere.**

Challenges before the introduction of modern technology

- The funds and effort into advertising, recruitment, maintaining and training staff could put pressure on the company's finances.
- Staff handling customers food before purchasing.



Insights to the modern technology introduced

Scan&Go: Customers may pack products while they purchase using Scan & Go, eliminating the need for a lengthy packaging process at the checkout. There's no need to unpack the trolley, and customers can pay fast and conveniently with dedicated card checkouts. It's accessible on Asda's user-friendly phone and mobile app (ASDA. 2021).

Member of the group presenting: **CAMELIA**



Insights to the modern technology introduced

ASDA uses a variety of IT/IS systems and the internet to contact customers all over the world and to keep up with global business trends through surveys. Aside from this, the firm makes use of facilities that aid in the improvement of its production and operations. It is always trying to make the buying process easier for customers by implementing new technologies such as an app and email promotions (Retail Technology News. 2018).

Member of the group presenting: **CAMELIA**



Insights to the modern technology introduced



Click&Collect: Customers may purchase online and pick up their groceries at a time that is convenient for them with Asda's Click & Collect service. Customers may also utilize internet shopping to place orders that will be delivered at a specific time frame. Customers who are unable to visit Asda shops can shop online (ASDA. 2021).

Member of the group presenting: **CAMELIA**



Insights to the modern technology introduced



Automation for cleaning

Asda is the first supermarket in the UK to employ autonomous cleaning robots in its stores. During business hours, these cleaning robots wander the store. Staff may ride them and control them with a traditional wheel, or they can go about the store on their own, following a predefined path.

Member of the group presenting: **CAMELIA**



Insights to the modern technology introduced

Sustainable Future

Asda has reaffirmed their commitment to working in a more sustainable manner and to continue with their plastic reduction initiatives. Fruit-coating technology to increase the shelf life of produce, AI-based technology to assist shops better plan and manage fresh inventory, and food rescue applications to prevent surplus food from going to landfills are all examples of technologies already in use in the sector.

Member of the group presenting: **ALIN DANIEL**



The impact of the technology introduced

The impact of technology introduced: Scan&Go

The concept behind Scan and Go is revolutionary. The client was now able to scan every single item they would like to buy before physically adding it to the basket as you go and pay it online straight away. This technique allows a customer to shop quicker and easier, avoiding to spend time staying in line, wait for the cashier to check and scan every single product, bag the products again and spend other time paying. It represents a very good alternative to the classical way of shopping for example for busy professionals or parents with very young children.

Member of the group presenting: **ALIN DANIEL**



The impact of the technology introduced

The impact of technology introduced: Click&Collect + Delivery

The concept behind Click and Connect and the Delivery option have been intended for helping people that might have difficulty with the classical way of shopping, people that may have mobility difficulties for example. It basically allows a person to shop online with ASDA and be able in very short time to “Collect” or have the groceries delivered home.

Member of the group presenting: **ALIN DANIEL**



The impact of the technology introduced

The impact of technology introduced: Automation for cleaning

ASDA understands that time is money therefore time managing is very important. Recently they have introduced in some of their stores some automatic cleaning machines that can clean with no need of supervision from staff due to their ability to do their cleaning task independently and automatically allowing members of staff to engage and focus in other tasks more important for the store and for the customers.

Member of the group presenting: **ALIN DANIEL**



The impact of the technology introduced

The impact of technology introduced: Sustainable Future

At ASDA they believe in eco-sustainable way of doing the things. ASDA is making efforts towards a green way of living the shopping experience. They are adopting several new technologies and strategies of using technology in order to minimise the pollution, the waste and the unjustified overuse of resources.

Lessons that can be drawn from the case study

After analysing some of the most recent modern technology adopted by ASDA we understand that the implementation and use of new technologies is a very wise decision a growing company could make as it improves the way of working, helps saving money and the environment, at the same time offering new services that attract new customers.

Chosen organisation for the analysis:



Thank You!

Sources list

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