

Andreea Elena Popa -
2115854
Lecturer - Nadeem Mirza
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BMSW5106

Knowledge Management



Background

Asda Stores Limited, a British supermarket chain, was formed in 1949 under the name Associated Dairies and Farm Stores. It expanded into Southern England, acquired Allied Carpets, Gateway Supermarkets, and MFI Group, and divested assets in the 1990s. From 2003 to 2014, it held the second-largest UK supermarket market share. (ASDA, 2023)

KM Tools/ Technologies

- Employee Timesheet - to manage the wages and the hours of the employees
- Handheld transceiver - this makes sure that the knowledge is transferred safely internally within the business
- Asda rewards - the more the customer buys the more money they make instead of points providing a clear amount of money or discounts that they have.
- Data protection - They have many controls such as encryption, data analysis.
- Pre sign up policies- when signing up with their app they present to you the privacy and policy sheet
- Asda paired with SAP digital platform. (Oliver Peterson, 2020)



- Data driven intelligence
- Employee Training
- Encourage knowledge sharing
- Rearrangement and organisation of knowledge online (safe platforms using SAP)

- Developing knowledge-enriched products and services
- Offer advisory services based on internal system.
- Publish knowledge
- Increased positive store performance.



- Derek Lawlor, Chief Merchandising Officer, 2023, Asda and Quantinum announce exclusive data partnership.
- Oliver Peterson, 2020, How to Build a Knowledge Management System (KMS): The Basics
- Amy Travis, 2018, Our promise to protect your personal data, Corporate Asda

ASDA

- Quatum checkout at Asda uses advanced technology to provide a faster and more efficient shopping experience. (Derek Lawlor, 2022)
- General data protection regulation
- The asda app allows customers easy access with one password.
- Perspex screen at every checkout (Amy Travis, 2018)

- More online focus - shops closing
- Simplify back office functions
- Realigning store-level management
- Automation and simplification of business processes