



BMSK5003 Presenting on ASDA

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Customer Experience

- ▶ The term CRM
- ▶ The term Ethics/ sustainability or quality.

ASDA

(Rahimi and Kozak, 2017).



Investigation & Explanation

- ▶ Stakeholder developing a quality and operating by advancing their theory of customer services and applying it.
- ▶ GLAD
- ▶ Kaizen

(Leanproduction.com. 2020).



Stakeholders

- Stakeholders engage with its CRM, Ethics and sustainability.

(Dadwal and Malik, 2018).



Stakeholder Engagement complements stakeholder Management

Both are needed for project success

Source: Laurence Davidson 2017

SWOT Analysis of Asda

Strength Weakness

Strengths

- ▶ Huge product range
- ▶ Efficient and extensive distribution channel
- ▶ Excellent marketing
- ▶ Efficient sustainability plans
- ▶ Various brands services

Weaknesses

- ▶ Global presence is comparatively limited
- ▶ Positioning problem
- ▶ Numerous controversies
- ▶ Criticism for misleading advertisements

Opportunities

- ▶ Expanding in new markets
- ▶ Expanding in new industries
- ▶ Stronger online presence
- ▶ Acquiring smaller businesses

Threats

- ▶ Competition from other retailers
- ▶ Changing government policies
- ▶ Online retailing popularity

(Fern Fort University. 2020)

(Cambridge, Mass.: MIT Press, 1962)

Reference

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Thank You