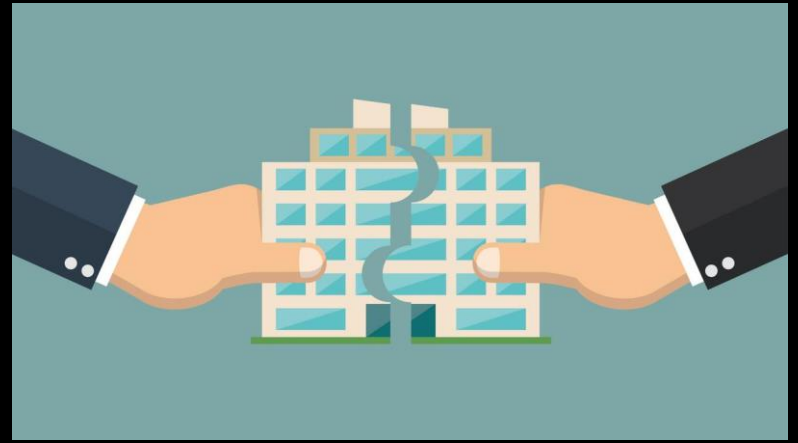


The Asda/Sainsbury Merger



Introduction

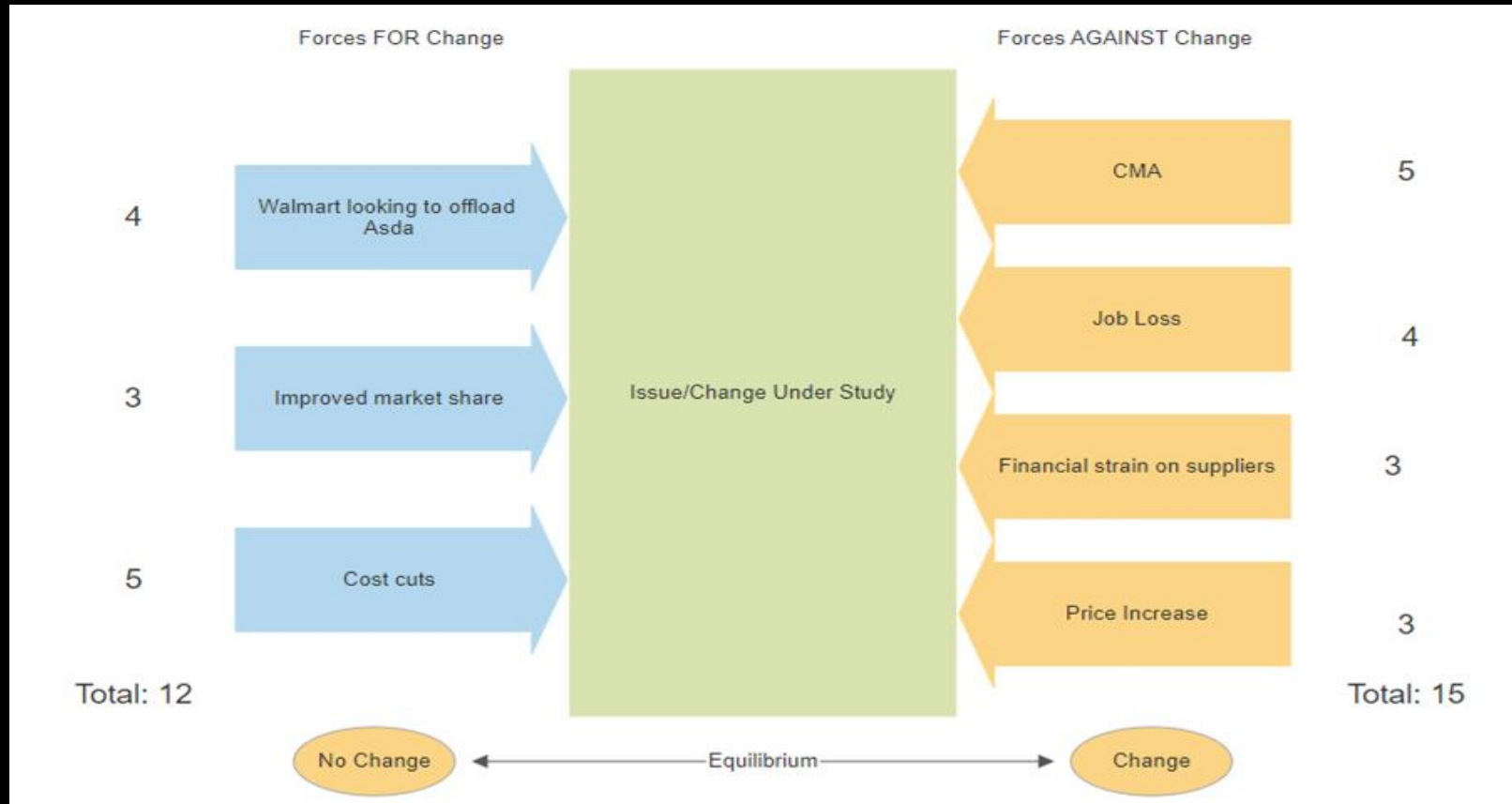
£7.3bn merger (Warner, 2019)



Sainsbury to buy majority share (Sainsbury, 2019)

Failed bid cost Sainsbury £46m (O'Connell, 2019)

Lewin's Force Field



Stakeholder Analysis

High Influence, High Interest:

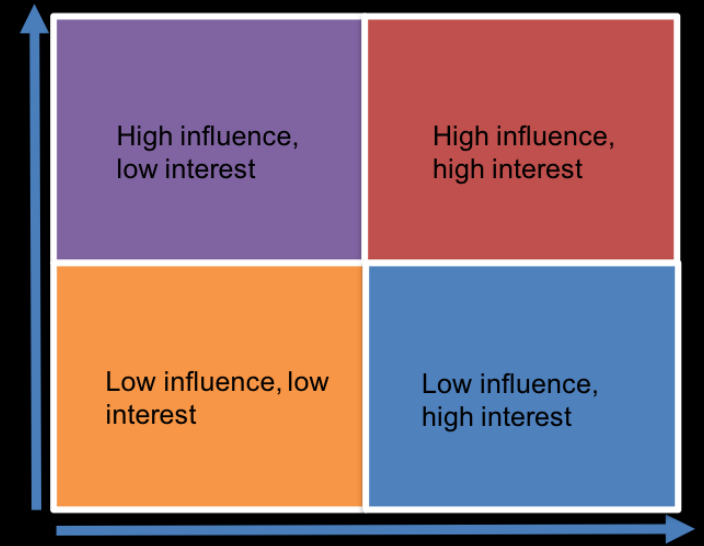
CMA, Shareholders, Government

Low Influence, High Interest:

Long standing Customers,
Competitors, Employees

Low influence, Low Interest:

General Customers



SWOT

Strengths:

High market share, Strong Balance Sheet

Weaknesses:

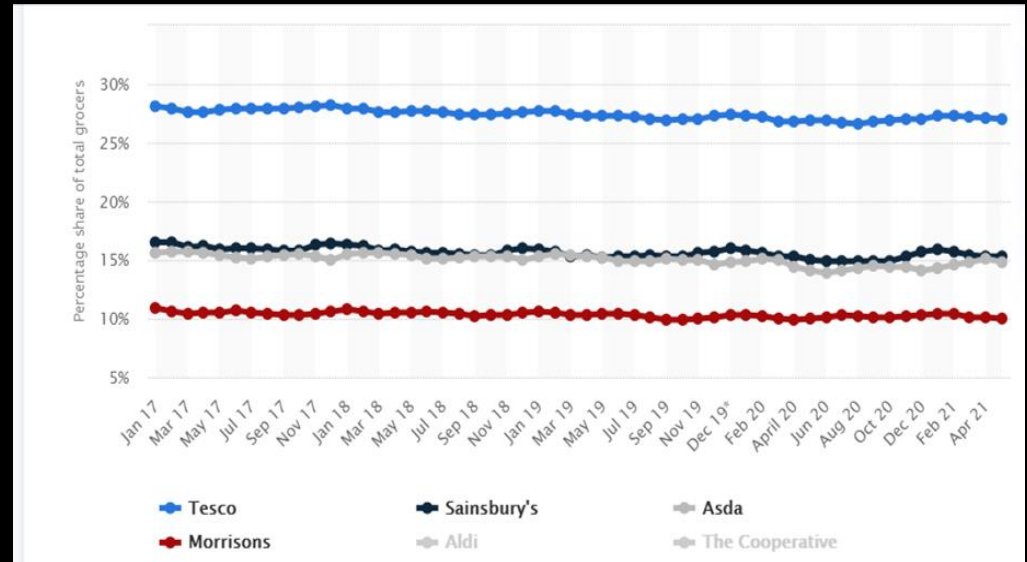
Customer retention, High market share

Opportunities:

Lower scale merger
(Sainsbury/Morrisons)

Threats:

CMA, Discount retailers



Market share of grocery stores in Great Britain from January 2017 to May 2021

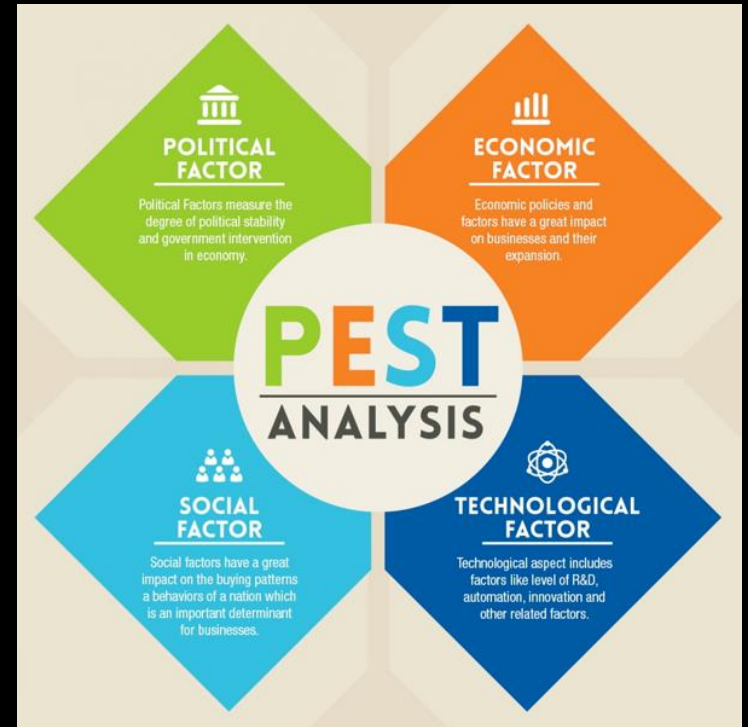
PEST

Political - Uncertainty of Brexit

Economic - Brexits possible effect on pricing

Social - Customer loyalty

Technological - Consolidation and improvement of mobile apps



Conclusion & Recommendations

Market share played a huge role

Potential merger with Morrisons in future

Put more emphasis on winning CMA over



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