

Team members:

- Adina – Introduction
- Dan – Culture Web
- Georgica – Handy Model
- Aron - Conclusion

ORGANIZATIONAL CULTURE

INTRODUCTION

Asda represent the UK's second largest supermarket being 'Founded in the 1960s in Yorkshire, Asda is one of Britain's leading retailers. Dedicated colleagues serve customers from our 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 and 98 per cent of UK homes are served by www.asda.com.' (Corporate - ASDA, 2020)

Asda is selling a wide variety of products which include food and apparel, house wares, music, videos and books. Asda has approximately 630 stores and over 175000 employees, working across its many formats, these including a variety of roles in its Superstores, Supermarkets, George, Distribution and Asda Living. In 1999 Asda became a subsidiary of Walmart, the largest supermarket chain in the world.

'Asda wants to be a trusted employer. Its success as a leading retailer is dependent on its trained and engaged colleagues providing excellent customer service.' (Business Case Studies, 2020)

What is 'Organizational culture?'

- 'Organizational culture includes an organization's expectations, experiences, philosophy, as well as the values that guide member behavior, and is expressed in member self-image, inner workings, interactions with the outside world, and future expectation. Culture is based on shared attitudes, beliefs, customs, and written and unwritten rules that have been developed over time and are considered valid.'
- 'Organizational culture is a system of shared meaning and beliefs held by organizational members that determines, in large degree, how they act toward each other and outsiders.'

What is 'Organizational culture?'

Searching about 'organizational culture', we will find several definitions:

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Organizational culture is defined as the underlying beliefs, assumptions, values and ways of interacting that contribute to the unique social and psychological environment of an organization.' (gothamCulture, 2020)

'Organizational culture is a system of shared meaning and beliefs held by organizational members that determines, in large degree, how they act toward each other and outsiders.' (Mohamed Msoroka, 2012(Robbins & Coulter, 2007, p52) p.5)

'Organizational culture is unique for every organization and one of the hardest things to change.' (The Business Dictionary)

Organizational
culture
diagram



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Asda's organizational culture



- Asda's organizational culture has been built over the time, defining how colleagues behave at Asda, how the employees treat the customers, the external stakeholders and not in the end how they treat each other's.
- Asda's beliefs are to provide excellent service to our customers, to show respect for the individual, to strive for excellence and to act with integrity. All those beliefs are behind every decision that is made within the company and has influence on Asda's organizational culture

Asda's philosophy is based on that if people enjoy to working with you, customers will enjoy shopping with you. Aims that all colleagues to be engaged in supporting each other in a safe family environment of respect and trust.

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Andy Clarke, President and CEO
states:

*'building trust with each other is the
most important step to winning the
absolute trust of our customers.'*

Asda employees reviews

Having a look on [indeed.co.uk](https://www.indeed.co.uk) Asda scores 3.5 stars from 5.

What is it like to work at ASDA?

- 3.4 ★ Work/Life Balance
- 3.3 ★ Salary/Benefits
- 3.4 ★ Job Security/Advancement
- 3.1 ★ Management
- 3.3 ★ Culture

4.0
★★★★☆

a good place to work

Written by Warehouse Operative (Current Employee) from Swansea on 19 June 2019

good place to work but its not a family company anymore which is a shame as the old asda was one of the best company I have ever worked for and now it falls way short of that

[See all 6,789 ASDA reviews](#)

What are people saying about [McAfee® AntiVirus Plus](#) tip at ASDA?

If we have a look on www.indeed.co.uk on reviews that Asda received from the current and previous employees we can see that Asda score 3.5 stars from 5, in which employees states that Asda is a good place to work but it falls down because in not anymore a family company, focusing more on growing their profit. (Indeed.co.uk, 2020)

4.0



Fast paced heavy work

Distribution controller (Former Employee) – Wigan – 27 February 2020

Managers don't have time to coach colleagues, facilities not maintained.
Difficult to achieve work life balance with weekend working and split days off in the week.

Was this review helpful?

Yes

No



Share



Report

3.0



ok

Sales Assistant (Former Employee) – Wisbech – 27 February 2020

Good place to work part time but be prepared to be asked to work more than your contract hours. Staff is different some very friendly from some you want to run a mile.

‘Organizational culture is unique for every organization and one of the hardest things to change.’

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The business dictionary

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