

ASDA

Parent Company

Walmart

Category

Retail Industry

Sector

Lifestyle and Retail

Tagline/ Slogan

Saving your money every day

USP

ASDA is always connected to its customers via multi channel media to provide them services

STP**Segment**

People looking for groceries and daily need goods

Target Group

Majority of married living people, internet savvy.

Positioning

ASDA is UK's cheapest market destination offering quality products

SWOT Analysis**Strengths**

1. ASDA has a wide range of product offerings and service offerings include financial services

2. It is known for its amazing marketing campaigns showing services and customer delight

3. In constant touch with its customers via social networking – asks feedback, conducts competitions, etc.

4. The company is socially responsible through CSR initiatives

5. ASDA has over 150,000 employees working at over 500 stores

6. The brand has strengthened its position through many acquisitions

7. ASDA has been able to connect with its customers through online services

8. Strong backing of parent company Walmart can be utilised to increased business & penetration

Weaknesses

1. ASDA has limited global presence as compared to few other competitors

2. Their ability to sell prices have restricted their entrance in few countries as the country fear a competitor

Opportunities

1. Expanding in new areas of pharmacies, opticians, jewelry and photo department.
2. Venturing into markets that are growing like India, China etc
3. Acquisition of smaller companies can help ASDA grow further

Threats

1. Price war with other retail chains brands
2. Pressure of maintaining low prices can margins of ASDA
3. Ever changing policies of various central govts

Competition**Competitors**

1. Boots

2. Tesco

3. Amazon

4. Morrisons

5. Walmart

6. ALDI

7. Debenhams