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# S&P TEST

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## ASDA STORES LTD. SWOT & PESTLE ANALYSIS

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**Company Name :** Asda Stores Ltd.

**Company Sector :** Retail

**Operating Geography :** United Kingdom, Europe

**About the Company :**

Asda Stores Ltd. is a supermarket group headquartered in Leeds, United Kingdom. The company was found in 1949. It was a result of a merger between the Asquith family's retail business and the Associated Dairies Company of Yorkshire. Asda was acquired by the EG Group and TDR Capital in February 2021. The company's estate has a wide range of formats for sale of different commodities namely – Supercentres, Superstores, Supermarkets etc. The Asda Supercentres are the largest stores in terms of offerings. It sells food, George (clothing and home furnishing brand), non-food items like stationary, gardening items etc. These are often featured with concessions like food service offers, banks etc. Superstores are the most common store format across UK. It offers a wide variety of fresh food and includes non-food sections like Cafe, Pharmacy, Optician etc. Each store is altered as per local requirements. Supermarkets are the smallest in size and offer select range of fresh food options along with essential non-food products. Other formats like Asda Living Stores, George (clothing and home), Petrol Filling Stations, Click and Collect are also equally popular across the nation. Asda offers other services like logistics and parcel delivery, International Procurement Limited (IPL), financial services, mobile phone provider, etc. The company has approximately 145,000 employees serving 18 million+ clients.

Asda's Unique Selling Proposition or USP lays in its commitment to offer its customers wide range good quality products at reasonable prices under one roof. Asda's diverse formats and innovative operation has allowed customers to fulfil their needs at just one stop. Asda was awarded two titles- Online Supermarket of the Year and the UK's Lowest Priced Supermarket, at the Grocer Gold Awards in 2021. It was also declared as 'Retailer of the Year 2020' by the Quality Food Awards, for the second consecutive year.

**Revenue :**

GBP 22,899.2 million - FY ending 31st December 2019 (y-o-y growth -0.073%)

GBP 22,916.0 million - FY ending 31st December 2018

## SWOT Analysis :

The SWOT Analysis for Asda Stores Ltd. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. One of the largest grocers in Britain</li> <li>2. Strong support from Walmart</li> <li>3. One of the top apprenticeship employers</li> <li>4. Consistent trend of value at minimum price</li> <li>5. Broad portfolio of private labels and brands</li> </ol>	<ol style="list-style-type: none"> <li>1. High debt-ridden merger deal</li> <li>2. Years of instability of worker jobs</li> <li>3. Lack of e-commerce capability</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1. High demand due to pandemic</li> <li>2. Expansion through merger and acquisition</li> <li>3. Digital transformation to increase efficiency and customer experience</li> </ol>	<ol style="list-style-type: none"> <li>1. Unresolved claims of backpay</li> <li>2. New entrants with low pricing</li> <li>3. E-commerce giants to take up market share</li> <li>4. Strategic alliance by competitors</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Asda Stores Ltd. is given below:

Political	Economical
1.Covid reliefs returned after criticism 2.Brexit uncertainty affecting consumer confidence	1.Interest payments easier due to extreme low interest rates 2.Declined household incomes cause of fear among consumers
Social	Technological
1.Localised stores are gaining prominence in the community 2.Online shopping has increased for groceries	1.Voice assistant technology linked with stores 2.Self-service payment kiosks gaining popularity
Legal	Environmental
1.Competition and markets authority's stringent rules increase competition	1.Tree planting initiatives per merchandise sold

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 The complete report for **Asda Stores Ltd.** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



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