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Asda Business Model

1. Customer Value Proposition

ASDA offers in aiming towards the customer engagement. Their customer perception is based on the value for customers having multiple formats and channels. They aim in offering value by giving the consumers an edge when it comes to the field of customer engagement and by providing the click and collect service (Matusitz & Leanza, 2011). The customer value proposition of ASDA has increased tremendously due to the fact that the cost inflation continues to grow irrespective of the top-line growth. Customers are now changing the way they used to shop and hence they are demanding the increased convenience in retailing.

2. Market Segment

ASDA being one of the leading chains of supermarket, believes in achieving various goals by serving their customers with a price which is as low as their competitors and by providing the customers respect for what they deserve. According to Seyfang (2008), ASDA has occupied 18 percent of the entire retail market in United Kingdom. Out of the 18 percent, approximately half of the percentage of people are known to visit their stores on an everyday basis (Kolokotroni et al., 2019). ASDA as a whole is targeting almost each and every age group of people. However, it has been seen that most of the general customers are women falling under the age bracket of 25-35 (Seyfang, 2008).

3. Growth Model

ASDA is a brand which is well-known in UK under the supermarket chains. The financial strength of ASDA is also quite high owing to the support of the parent country which is the UK itself. They are believed to have improved their managerial skills and have developed a number of strategies in order to attract more customers in this economic environment. ASDA has leveraged in the growth strategy by taking into consideration about the reputation of their low-cost and higher quality goods (Matusitz & Leanza, 2011). Their main efforts for reducing the operating costs and taking into account the subsequent price reductions in favour of consumers is one of the effective growth models that has provided them for a possible avenue of growth.

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