



STUDENT BRIEF

DEVELOP A STRATEGY TO ENHANCE ASDA'S IN-STORE EXPERIENCE

Asda

Summary

Asda is one of the UK's biggest supermarket chains, known for offering affordable, good-quality products to millions of customers every week. Like all retailers, we're constantly looking at how to make shopping in our stores better, especially as people's habits change and competition heats up. Your challenge is to come up with practical, low-cost ideas that would make visiting an Asda store a more enjoyable and useful experience. By the end of this, you'll have a strategy document with real examples and recommendations that tackle what customers want and what we could realistically do to meet those needs.

KEY WORDS

Retail, supermarkets, customer experience, layout design, digital tools, sustainability, competitor analysis, strategy development

INDUSTRY

Retail, Supermarkets, Customer Experience

FOCUS

- Improving the in-store shopping experience
- Understanding what customers value in supermarkets
- Looking at competitor strategies for inspiration
- Exploring the role of technology in physical stores
- Connecting sustainability with customer satisfaction

Brief

I work in the team that looks after customer experience at Asda. A big part of my job is figuring out how we can make shopping in our stores more enjoyable, so people keep coming back. With so many options out there — from Aldi and Lidl to Tesco and Sainsbury's — we need to stand out. That's where you come in. Fresh ideas from someone who isn't already used to how we do things can often be the most valuable.

The challenge is to come up with 2–3 specific, realistic ideas for improving the experience of shopping in an Asda store. We're not looking for expensive overhauls





— think about small changes that could have a big impact. Customers care about things like convenience, personalisation, and sustainability, so those are good areas to explore. And while online shopping is growing, a lot of people still prefer going to a physical store, so we want to make sure that experience is worth their time.

Here's how you can tackle this:

1. **Do some research into what's currently happening in UK supermarkets.** Look into trends like customer preferences, digital tools being used in stores, and how other supermarkets are improving their layouts or services. Use sources like industry reports (e.g., IGD), government data (e.g., ONS), or trade press (e.g., The Grocer).
2. **Pick two or three competitors to analyse in more detail.** How do Aldi, Lidl, or Tesco make their stores appealing? Are they doing anything clever with technology, layouts, or sustainability that seems to work well?
3. **Come up with 2–3 ideas Asda could use.** For each idea, explain why it would work and back it up with evidence from your research. Think about what customers want and what would be cost-effective for us to implement.

A strong piece of work will include clear, specific examples of what's working elsewhere, along with thoughtful recommendations for what we could try. Don't be afraid to get creative, but make sure your ideas are realistic and grounded in your research.

Good luck — I'm looking forward to reading what you come up with.

