**History**

Two Yorkshire brothers, Peter and Fred Asquith, along with a group of Yorkshire farmers formed Hindell's Dairies in the 1920s, which later became Asquith Dairies and finally Asda in 1965. In 1999, Asda was acquired by Walmart.

**Banners**
- Asda
- Asda Supercentre
- Asda Superstore
- Asda Supermarket
- Asda Living
- Asda fuel stations (freestanding)

**Quick Facts**
- 618 retail units
- ~180,000 associates*

*As of June 2015

**Serving Customers In Diverse Ways**

**eCommerce**

Asda has one of the most advanced eCommerce platforms in the company. It's a rapidly expanding part of the business, **growing 30% year-over-year from 2014 to 2015**. More than 18 million customers shop at Asda stores every week and 99% of UK homes are served by www.ASDA.com.

**Asda hosts a state-of-the-art nerve center to control all of parent Walmart’s 11 global websites.** The centralized platform is enabling Asda and Walmart, in tandem with similar centers in San Bruno and India, to monitor the global e-commerce platforms across the full 24 hours. The new system is identifying and addressing any issues five-times faster than before.

Asda also operates **more than 600 Click & Collect points** at stores, fuel stations and transport hubs, meaning 10% of all online orders are being picked up by customers at their convenience. More than 20,000 of them use this service for their food shop every week. Asda anticipates **30% of all online sales will be collected in stores** by November 2018.

**Supplier Development**

The **Asda Sustain and Save Exchange (SSE)** is a private, online community of Asda suppliers and colleagues, currently serving more than 1,200 members from over 300 companies. It helps suppliers improve resource efficiency in the areas of waste, water and energy, through access to best practice guidance, knowledge and experience sharing. **Since 2013, SSE members have achieved**: More than £11,000,000 (USD $15.7 million) of savings, £10,000,000 (USD $15.8 million) of investments accelerated 35,000 tons of CO2 avoided.

**Giving and Community**

In 2013, Asda launched its innovative work with FareShare and its fresh food supply base. This collaboration facilitated the redistribution of delivered ‘overs’ from Asda chilled distribution centers to reduce supply chain food waste. Between the June 1, 2013 launch and December 31, 2015, more than 1,300 tons of surplus food was redistributed to more than 2,000 UK charities - the equivalent of more than 3.1 million meals.

Tickled Pink, a program Asda created 19 years ago to support Breast Cancer Now and Breast Cancer Care, continues to help people in need and fund research to find cures. **Asda raised a record £5 million (USD $7.9 million) in 2014**, pushing their grand total to **more than £43 million (USD $68 million) over 18 years**.

Asda’s Community Life Program was recognized by winning the top award of “Business of the Year” at the Business Charity Awards, and “Community Retailer of the Year” for the second year running at the Retail Industry Awards. **The Asda Foundation is committed to developing stronger, better connected communities across the UK – ‘Transforming Communities, Improving Lives’** through grant giving programs and community relationships.
Customer Insight

- Asda has a suite of tools to gather customer insight, including: Pulse of the Nation - surveys thousands of customers; and Tell Asda where customers can give general feedback on services, stores and products.
- There is a sub-section of Pulse of the Nation called 'Mumdex' which questions 13,000 of its core customer, the mum, on what is affecting their everyday lives and to find out how they feel about the economy and the community, among other things.
- On top of this, there is a panel of over 20,000 customers who provide their views on sustainability issues. Everyday Experts helps ensure Asda’s programs are aligned with customers’ views and expectations.

Environmental Sustainability

Energy: Asda monitors all energy usage, which provides daily energy alarms, saving £2 million (USD $3 million) annually. Energy reduction across Asda has been achieved by using sales floor LED lighting and four new stores opened with Solar Photovoltaic technology.

Transport Fleet Efficiency: Asda has a target of a 50% emissions reduction compared to the 2005 baseline. This target was achieved in 2014, one year earlier than planned. Although 28.7 million more cases were delivered in 2014 than 2013, Asda has achieved 261,000 fewer miles and used 2.6 million fewer litres of diesel. This was achieved by implementing 50 dual gas vehicles, introducing an additional 220 fuel efficient Scania Ecolution tractor units and 10 chill double decker trailers into the delivery network.

Agriculture: Asda aims to support farmers and their communities to produce more food with less waste and using fewer resources, to produce sustainably sourced key agricultural products and to collaborate with suppliers to develop a sustainable and resilient supply chain.

Food Waste: In 2013, Asda launched its innovative work with FareShare and its fresh food supply base. This collaboration facilitated the redistribution of delivered ‘overs’ from Asda chilled distribution centers to reduce supply chain food waste. Between the June 1, 2013, launch and August 31, 2015, more than 1,469 tons of surplus food was redistributed to more than 2,000 UK charities – the equivalent of more than 3 million meals.

Recognition

Asda aims to have the reputation for best value, quality and innovation. While driving brand awareness with customers and the retail industry of being best in class and celebrate Asda as a top employer.

Asda has won the Grocer 33 ‘Best for Price’ award for the 18th year running. It has also won hundreds of awards for its own-label food and wine, was named the Excellence in Diversity Awards Diverse Company and Employee of the Year, and received an International CSR Excellence Awards for its Sourced by George website.

Asda Magazine

The publication continues to increase awareness of a sustainable lifestyle through it’s free publication. In 2015, the magazine had a circulation of 2 million and readership of 6 million.