

Asda Stores Ltd in Home Care (United Kingdom)

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Abstracts

Along with other private label retailers, Asda needs to worry about the competition from discounters Aldi and Lidl. This will determine its strategy over the next five years. The company will move from temporary promotional offers to reducing prices permanently in order to attract footfall to its stores. In addition, the company could also look to improve its private label portfolio, which is perhaps less extensive than those of its rivals.

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