

# Asda Stores Ltd in Retailing (United Kingdom)

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## Abstracts

In common with many of the UK's other major retailers, Asda Stores is in the process of developing a multichannel strategy, although it is expected that its store-based outlets will continue to generate the highest proportion of its sales, and for this reason store-based retailing is likely to take centre stage in terms of driving growth for the company during the forecast period. On the grocery retailing side, the retailer has integrated a same-day delivery service into its retail offering.

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## Contents

Strategic Direction

Key Facts

Summary 1 Asda Stores Ltd: Key Facts

Summary 2 Asda Stores Ltd: Operational Indicators

Internet Strategy

Summary 3 Asda Stores Ltd: Share of Sales Generated by Internet Retailing

Company Background

Private Label

Summary 4 Asda Stores Ltd: Private Label Portfolio

Competitive Positioning

Summary 5 Asda Stores Ltd: Competitive Position 2014

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