ASDA Stores Terminology

Some of you are new to Asda and may have not been to the UK before and we have been known to use terminology that you may not be familiar with. If you hear something that is not defined here, feel free to ask any of the Asda colleagues or Walmart associates for

**Action Alley** – Sales area of the store, normally located in the centre between aisles, which contains promotions or rollbacks

**ADC** – Ambient Distribution Centre – dedicated to ambient grocery distribution

**Ambient** – All goods (mainly grocery) not categorised as fresh, clothing, home & leisure or gardening

**ASDA.com** – Asda’s transactional website. This covers grocery home shopping, Asda Direct (our non-food website), plus our store locator

**Asda Direct** – Asda’s online general merchandise offer

**Asda House** – Headquarters for Asda Stores located in Leeds, UK

**Asda Income Tracker** – Asda’s monthly tracker of average UK household disposable income; used as a barometer for economic welfare of UK consumers taking into account income, tax and all basic expenditure items.

**Asda Living** – Our standalone non-food format stores. Average 28,000 sq. ft. 33 stores currently operating.

**Asda Money** – Asda Money offers a range of financial services products, from multiple product providers, including a cashback credit card, car and home insurance, travel insurance, pet insurance, travel money, an energy comparison site and over 50s/life products. These products are sold online and across the majority of our stores

**ASC** – Asda Service Centre – which recycles trays and disposes of cardboard / paper

**Beliefs** – Our four beliefs are: Respect for the individual, Service to our customers, Strive for Excellence, Act with integrity

**C&C** – Click & Collect – where customers can order our Grocery, GM and clothing range online and collect in store, thereby reducing delivery cost. Grocery can be collected via drive through too.

**CDC** – Chilled Distribution Centre – dedicated to chilled product distribution

**Colleague** – An Asda employee
**Depot** – Distribution centre

**EDLC** – Every Day Low Cost

**EDLP** – Every Day Low Price

**Fiscal Year** – The 12-month period the company uses for accounting purposes. Walmart’s fiscal year runs from February 1 to January 31. The year is stated by the calendar year in which it ends (e.g. fiscal year 2014 – or “FY12” – runs from February 1, 2011 to January 31, 2012. The company’s operations in the UK are consolidated using a December 31 fiscal year-end; principally due to local statutory reporting requirements.

**Foyer** – Entrance area of the store

**George House** – The offices of George clothing, situated in Lutterworth, UK

**GM** – General merchandise offering excluding health and beauty

**Gondola** – Primary merchandising fixture consisting of a base, freestanding vertical wall and a number of four-foot sections of shelving

**Grocery Home Shopping** – Shopping delivered to a customer that has been ordered online. The order is fulfilled either at store or at a Home Shopping Centre (HSC)

**Gross Selling Area** – The internal dimensions, including warehouse and office areas – normally the internal dimensions of the building

**GSM** – General Store Manager

**Home Shopping Centre (HSC or Dark Store)** – Grocery Home Shopping fulfilment centre. Dedicated online fulfilment centres with no customers, operating in 3 strategic locations (Leeds, Enfield and Nottingham) and enabling increased capacity in the catchment areas.

**Huddles** – Meetings held at the start of the day/shift to update colleagues on current issues and to cascade company messages

**IDC** – Integrated Distribution Centre – dedicated to distribution of general merchandise and slow-moving ambient products

**Like for Like** – Normal UK measure for same store sales – a store is like for like if it was open at the same period last year

**Mezzanine Floors** – Insertion of an additional mid-level floor within a store. Typically enables extension of our GM range.

**Mission** – ‘To be Britain’s most trusted retailer’
**MySuperMarket.com** – An independent website that tracks prices of all food retailers.

**Net selling area** – The internal area of the store excluding warehouse and office space which is used as sales floor

**Netto** – Netto Foodstores Limited, the supermarket chain acquired by Asda in April 2011

**OPP** – Opening Price Point; the lowest price for a product in a given category

**Own label** – Referred to in other countries as private label. For details of Asda’s private label brands please refer to the @Walmart series information package for the UK

**POS** – Point of Sale- displays or signage to communicate price and promotion

**Price Lock** – Price Lock is an Asda commitment to hold down the price of everyday essentials, the things customers have told us are most important for their family – staples like bread, milk and eggs, for a minimum of 12 weeks.

**Purpose** – To save everyone money, every day

**Range** – The breadth of products available within our business

**Region** – A set of stores within a specific geographical area

**Retail academies** – A store where training is delivered for colleagues who are new to role and new to the business

**Rollback** – This is our ongoing commitment to pass even more savings to our customers by lowering our Every Day Low Prices whenever we can. When our costs get rolled back, it allows us to lower prices for the customer

**ROM** – Regional Operations Manager – colleague who looks after all the stores in a region

**Supercentres** – Average over 85,000 sq. ft. sales area. Asda has 32 supercentres currently operating

**Supermarket** – Average 17,000 sq. ft. sales area. Asda has 187 supermarkets currently operating

**Superstore** – Average 46,500 sq. ft. sales area. Asda has 314 superstores currently operating

**Telxon (Handheld unit)** – Handheld computer device used to order merchandise in the Stores. It is also used for other functions, including inventory management
Trading – The buying and selling of products

VAT – Sales tax in the UK. Food is not taxed; general merchandise and adult clothing is taxed at 20%

Walmart Week – The business week begins on Saturday and ends on Friday

We Operate for Less (WO4L) – Asda’s cost reduction programme across retail, distribution and home offices. Enables Asda to operate at EDLC and therefore invest in EDLP.

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