3000w Report UK Supermarket giants Sainsbury’s and ASDA had the plan to merge in an incredible £15bn deal to take on the market giant Tesco. A merger between the two supermarkets will create the UK's biggest supermarket chain with around 31 per cent of the grocery market, surpassing Tesco's 27 per cent. Though both brands will continue to exist, you are expected to propose and develop a new brand for their merger. You are expected to submit a business report of 3000 words electronically via Moodle. The report should contain: a) Cover sheet listing all relevant information. No need to put your name. b) Executive summary (not included in total word count): an overview of the report highlighting key facts, issues, conclusions from the analysis and recommendations. c) Key findings from the analysis of brand awareness, brand association, brand equity, brand identity, brand personality using secondary. You can include detailed statistics, figures, tables, images, and so on in this section. d) Proposed new brand with its identities and features. e) Recommendation for plans. f) Conclusion g) Referencing (not included in total word count): avoid using Wikipedia, use academic sources including journals and textbooks, credible news sources and trade journals.