

Dear Sir/Madam,

I am a third year student at the department of electronics at the University of York. As part of my degree, I am taking part in a group software engineering project which involves creating an app. My group have decided to create a cooking app aimed at 18-30 year olds. This app will not be released and the project is purely a simulation of developing such a product in real life and as part of this we are required to think about marketing strategies. One idea we have had is to have ties with a supermarket and Asda is a strong brand among students and our target age group.

Our app would be updated weekly with new recipes depending on trends, seasons and holidays and we thought it would be great to have recipes focusing on using ingredients from your in store promotions. If we could have some sort of promotion in store of the app we would advertise Asda on the app highlighting the benefits of our users shopping with yourselves as well as informing our users products you stock thus hopefully encouraging them to shop in Asda. Would you be able to advise me of if this was a real life situation if this would be something Asda would be interested in? What sort of promotion might be possible? What sort of terms would you expect from any deal? How would a deal come about?

Once again this is purely theoretical as we will not be releasing any app but any help and advice you could give me regarding how something like this would happen would be much appreciated.

Yours faithfully,

St.John Gilbert