

Dis-connection of group members

- Emil Marian Stan ID-1921647-Insights to the modern technology introduced.
- Dorel Zmole ID-2008113-Lessons that can be drawn from the case of study.
- Both of above members were part of our group to do assigned work but failed to produce any work . Although they kept saying they are doing the work.
- After offering many help and continues communication they have not contribute or tell us they will not . Day before presentation on 10th Dec. 2020 giving them last chance to give their part of work , having no response at 1pm we decide to go as group of 3 instead of group of 5.
- Reason not all subtitles were completed of group task.

BMSW4003 LONDON
Digital Skills And Research
Methods
Online Group Presentation

Lecturer
Yajesh Kumar

- **Group 2- Members**
- **Rupia Hussain ID:2010133-**
- *Background of the organisation*
- **Florinel Tinel Olteanu ID:2008330-**
- *Challenge before the introduction of modern technology/*
- *Insights to the modern technology introduced*
- **Taiye Paul Kolawole ID:2014213-**
- *Impact of the technology introduced*

Group 2 online presentation

**Rupia Hussain
ID:2010133**

***Background of
the Organisation-
Tesco***



- ▶ 1919 he purchased a large shipment of tea from T.E. Stockwell. He combine the initials of T. E. Stockwell and the first two letters of his surname to create the name Tesco.
- ▶ Tesco originated word '*Superstore*' in 1968, when Mr Cohen invested in 40,000sq.ft in size land, built warehouse and sold food, non-food goods in one building in Crawley, West Sussex.
- ▶ Many accomplishments John made until he retired in 1970. knighted as Sir John Jack Cohen. He was given a commemorative blue plaque at the place, London Tower Hamlet in 2009.

Technology that was used 1948-1977



- John 'Jack' Cohen had the audacious idea of introducing self-service till, first time at St. Albans. Hertfordshire in 1948 inspired for the move from the research trip to North America.
- In 1963 John introduced Green Shield stamps to consumers
- promotional vouchers were exchanged for products from a Green Shield catalogue which had a '*range of great value good*' [Tesco plc, 2020]



- ▶ **1973 pioneered the movement of including Petrol station at their superstores, consumers can access groceries, Baker, Butchers, Fishmongers, household products, all under one roof.**
- ▶ **In 2018 “*Tesco had the largest market share of motor fuel sold in petrol stations at 16 percent*” [Statista, 2019]**
- ▶ **1977 Tesco used an eye-catching TV advertisement to promote their winter ‘price-cutting initiative ‘*Checkout at Tesco*’ [Tesco plc, 2020] first time, as TV was the main source of entertainment.**

About the Founder of Tesco.

- **Third-largest retailer in the world' UK's leading supermarket with 'over 3400 stores nationwide, 450,000 employees and annual revenue of £53,000,000,000 (in 2019) and help millions of consumers eat well for less.**
- **Sir Jacob Edward Cohen founder of Tesco plc was born in 1898 as the second son of Russian immigrants Avroam Kohen and Sime Zamremba in London Whitechapel.**
- **1917 he joined Royal flying corps as tailors making uniforms, canvas. craft balloons and aircrafts.**
- **1919 he used his demobilisation £30 from NAAFI, bought foodstuff and sold at Hackney street market during the Depression. Became known as '*Jack the Slasher*' with the slogan '*pile it high, sell it cheap*'.**

His Legacy.

- **The founder of Tesco started his entrepreneurship under desperation and a strong will to make something big out of a passion. Sir Jacob 'Jack' John Cohen passed away in 1978 age 80, his legacy carries on, and with the help of technology it will improve and provide great customer service**
- **Tesco Mobile offering Sim & Mobile phone contracts, Tesco pharmacy, Tesco optician which recently had a partnership with Vision Express**
- **Tesco Now app, launched in May 2017 with the intention to deliver to customers home the same day ordered. However, the growth of Tesco is far from over with the help of modern technology the company will move forward into the future.**
- *Thank you for listening...*
- *Florinel Tinel Olteanu Challenge before the introduction of modern technology & Insights to the modern technology introduced*

Florinel-Tinel Olteanu-2008330

The challenges before the introduction of modern technology/
insights to the modern technology introduced

CCVT

BARCODES

SELF-
SERVICE

TESCO
CLUBCARD

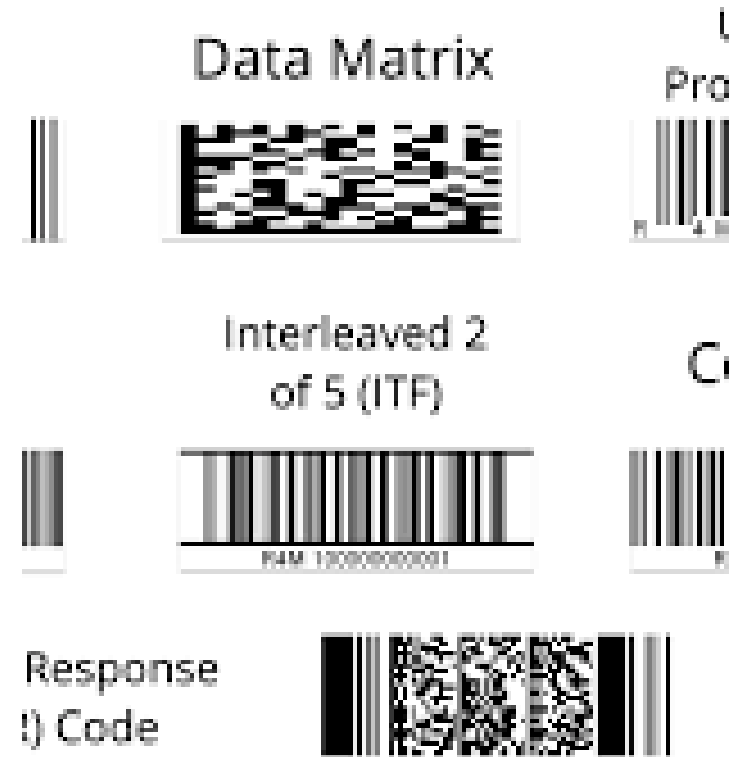
CCTV



- Before CCTV was installed to Tesco it was a difficult task to monitor shoplifting, shelf stacking and to protect customers and staff from physical or/and verbal abuse.
- Modern technology shops around the world are more safe and secure thanks to CCTV.
- Shops as Tesco , Aldi , Sainsbury and many more has reduce they loses up to 90% save millions of pounds every year thanks to **technology**. (May 3, 2016 Ecommerce Strategy)

Barcodes

- Manual record keeping of stock and prices was a real challenge before barcodes were introduced to Tesco in 1980s. It was a massive consumer regarding serving the customers, pricing and keeping track of the stock.
- Technology stores are exempt of effort and with only a push of a button you can get the number of products left in stock, sold or damage.
- Customers comfort what Tesco and many other shops offer to bring your favorite products delivered at your doorstep with only one click with no need to queue.
- Tesco has invested huge amount of money in technology to offer to their customers the best experience in products and to defend against competition. (Mark King Tue 26 Oct 2010)



Self-service checkouts

- Self-service checkouts significantly increased customers flow at Tesco by reducing queues for the cashiers.
- Shorter queues , self-checkout more customers will be served quicker, results significantly increase of profit was discovered.
- Self-service help with the store productivity, more organise shelves and the store in general.
- Employees focusing on what customers need make them happy , more secure with what they buy and from where.
- Fewer losses will reduce between 30-50% employers no need to calculate or handling cash fraud and theft was eliminated thanks to the modern technology.
- The self-serving checkouts help as well with a better store capacity taking less space then normal one in this way number of customers served was increased up to four times more then the normal till.(2020 Verizon Media)





Tesco Clubcard

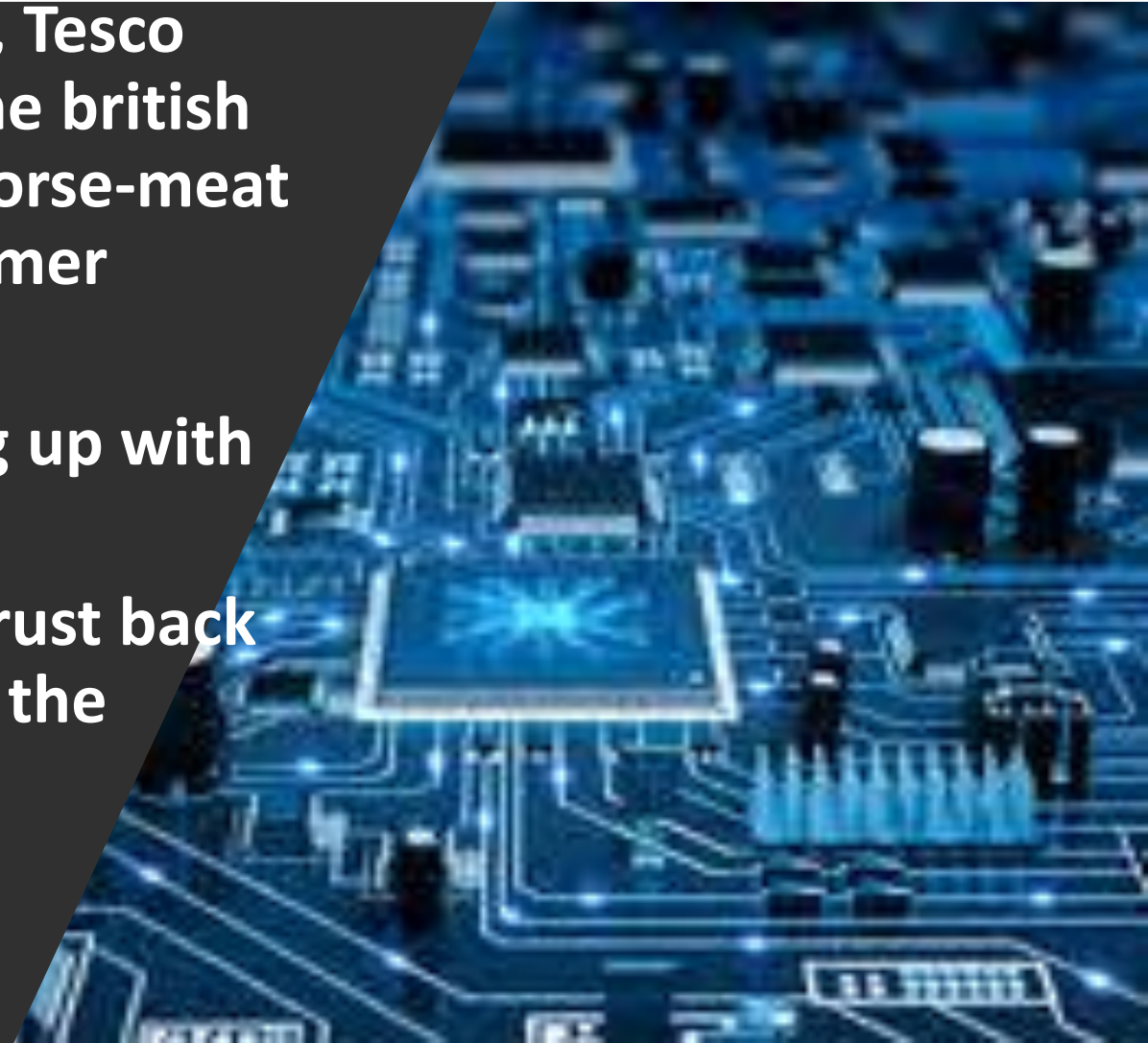


- **Grocery market field is very competitive , bringing up the Tesco Clubcard, the superstore could attract more customers by offering them loyalty benefits with the help of modern technology.**
- **Thanks to the Clubcard , Tesco offer to his loyal customers big discounts attracting more and more customers every day.**
- **Because of competition Tesco has chance the Clubcard policy- if back in the days you will get points with every purchase at the shop , now you have massive discounts. With technologies combined , Tesco Clubcard could be installed as an app on our phones. Pointes collecting , vouchers and coupons are conveniently stored in one place. Recently Tesco has launched “Clubcard Price ” promotion what could save even more money in a very competitive grocery market field.(Callum M. 15 September 2020)**

TAIYE PAUL KOLAWOLE-2014213

IMPACT OF THE TECHNOLOGY INTRODUCED BY TESCO

- Over the past few years, to put it mildly, Tesco reputation has suffered in the eyes of the British public, due to the recent issues of the horse-meat scandal, bad accounting and poor customer experience/value.
- Tesco have always been good at keeping up with the latest technology.
- They have long way to go to gain their trust back from lost customers and gain back from the budget competitors.



HOW TESCO IMPROVED ONLINE AN OFFLINE SHOPPING

- **STOCK COUNTER-** to make the lives of the employers in charge of stock counting easier, Tesco have also introduced a new RFID-enabled barcode to their F&F Clothing range in store.
- **MOBILE PAYMENT APP-** mobile payment has been on the up and advancing quickly. With apple pay fully released in the UK last year and Android and Samsung pay on its way new competition is coming and becoming more difficult to beat.
- **Advanced m-commerce –** for online shoppers, Tesco have stated a demand they feel is almost a must in this digital age. Smartphones are now becoming a vital part to majority of people's everyday lives.(The workroom 2020).





Self-service getting a lot less irritating

- You don't need to step up to a self-service supermarket checkout unless you're ready to gamble either you hit the jackpot and escape in records time, or you end up wildly hailing the nearest assistant while the infernal machine repetitive accusation slowly chip away at your sanity.
- You'll never have to listen to chants of "unexpected items in barging areas" ever again, as well as six others "unhelpful phrases " like "please take your items "



IMPLEMENTATION OF DIGITALIZED IN-STORE EXPERIENCE

- To improve the efficiency of Tesco operating model,
- Tesco invested in digital in-store initiative.
- 'Scan as you shop' handheld devices and self-check-out stations





ADVANTAGE OF ECOMMERCE ON TESCO

- Elderly and disabled customers can shop within the comfort of their homes.
- And all customers have access to a wider range of providers to choose from thereby enabling customer empowerment
- Reduces time and money spent as travel time and cost to and from the store.
- Ecommerce benefit from the company.

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