

MBA Marketing
Student ID: 2221521
Name of Lecturer: Dr. Tushara Balendran
Module Code: LCMB7001

Name of Student: Yogesh Sain

Submission Date: 28th April, 2023

INDEX

Page no.	Topic
2-5	Introduction, Analysis of Vision, and Mission Statement
6-7	definition of communication, types of communication, The Weaver Model
7-10	IMC definition, why it is important, and points to increase brand awareness: Tesco
10-11	Branding and Equity Definition.
11-14	Aaker's Brand Equity Model, Advantages and Disadvantages.
14-17	Tesco Customer's Journey and Touchpoints
18-19	References



Introduction

Tesco plc is among the biggest retailers in the UK, and it's one of the top ten food retailers in the country. In 2005, Tesco announced that it had made profits totaling \$2 billion, making it the first UK firm to achieve such a milestone. The retail grocery sector has been the most significant industry in the UK for an extended period, with millions of people working in its manufacturing and retail branches. According to Datamonitor's report in 2003, P was a retail employee in the sector.



Tesco, one of the largest food retailers in the world, was founded by Jack Cohen in London's East End in 1919. The company was named Tesco by combining the first two

letters of Jack Cohen's last name with the first three letters of the supplier's name, T.E. Stockwell in 1924. With over 326,000 employees and 2,318 stores, Tesco operates under various names in the UK, including Tesco Extra, Superstore, Metro, and Express, and sells own-label goods, accounting for 50% of sales.

Tesco is not only a food and drink retailer but also offers other products such as clothing, electronics, phone service, music downloads, auto insurance, and the sale and rental of DVDs and CDs. The company's motto is "We make what matters better, together," and its mission is to be the most highly valued business by its customers, the communities it operates in, its staff, and shareholders.

The company emphasizes enhancing health, providing outstanding quality, and improving lives through its Little Helps Program, which focuses on people, places, and products. Tesco's communication model involves encoding and transmitting messages through various channels, followed by decoding and understanding by the recipient.

The mission and vision statements of Tesco are examined.

Tesco's motto, "We make what matters better, together," is an important statement about the company's values and commitment to collaboration. The statement indicates that everyone has an important role to play in the success of the company, promoting a culture that encourages everyone to be their best and contribute to the ongoing success of the business.

The company's focus on enhancing health is reflected in its reputation for unwavering commitment to its customers' well-being, both domestically and internationally. Tesco carries farm-fresh foods and actively maintains the highest level of hygienic standards, which helps differentiate it from other supermarkets and has contributed to its success.

Tesco's dedication to outstanding quality ensures that its customers are given excellent value while providing better service and empowering them to make informed decisions. The company gives its customers access to a wide range of products, which goes beyond a limited selection, and helps them make better choices when shopping for their needs.

Moreover, Tesco emphasizes improving lives beyond personal shopping through the Tesco Little Helps Program, which is based on three pillars: people, places, and products. The program is designed to help customers interact with neighbors and coworkers in a variety of ways, showing that the business is aware of the positive impact even small acts of kindness can have on. In summary, Tesco's motto, "We make what matters better, together," reflects its core values of collaboration, dedication to health, outstanding quality, and improving lives. Its strategic approach to its customers' well-being and Little Helps Program demonstrate how the company is working to create a positive impact on the wider community.

DESCRIPTION OF THE VISION

Tesco's mission is to become the most highly valued business by a number of stakeholders, including its customers, the communities it operates in, the company's loyal staff, and its shareholders. The mission statement clearly emphasizes the importance of measuring the company's success in terms of stakeholder satisfaction.

The statement also highlights Tesco's ongoing commitment to developing cutting-edge strategies that satisfy the needs of all stakeholders and encourage loyalty towards the brand. The business strives to be highly regarded and has already made significant progress in achieving this aim, as evidenced by its annual reports.

Tesco has shaped itself to be able to serve all customers, including online shoppers, and prides itself on employing over 450,000 people from 11 different countries to serve its UK customers. Thanks to its large team, every customer can receive the services they need without being overlooked, which demonstrates Tesco's dedication to providing accessible services to all.

the fundamental ideas

Tesco's guiding principles, "Customer-focused, considerate of everyone, and minimal assistance makes a difference," have been the hallmark of the business for over a century. These principles reinforce Tesco's reputation as a trustworthy brand with a strong internal culture that values its customers above all else.

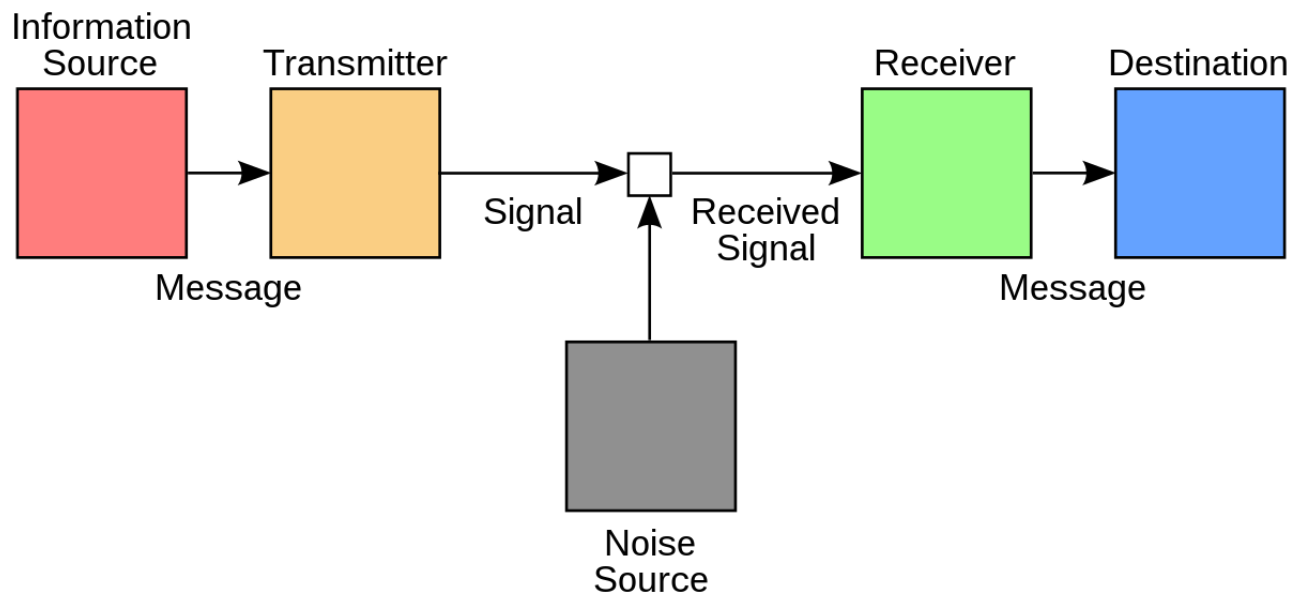
Tesco recognizes that its customers are the most crucial aspect of its business operations and is committed to providing them with the most cutting-edge and useful shopping environment. The company is dedicated to offering exceptional customer service and has policies in place to support the development and motivation of its employees, ensuring effectiveness and cooperation among all parties.

Tesco's commitment to supporting the social and economic development of the customers it serves further reinforces its reputation as a reliable and responsible brand. By prioritizing the needs and wants of its customers, Tesco upholds its standing as a market leader in the retail industry.

Communication Definition

The act of communicating involves passing along thoughts, concepts, or messages to another person, group, or organization via a range of media and channels. To be understood, a message must first be encoded by the sender, transmitted over a channel, and then received, decoded, and understood by the recipient.

A communication model is a simplified representation of the communication process that explains how messages are transmitted and received. The Shannon-Weaver model is the most commonly used communication model and includes the following components:



Sender: the person or thing that initiates the communication process.

Encoding: the process of converting a message into a format that can be communicated through a channel, such as spoken language, email, phone, or social media.

Channel: the means of communication through which the message is transmitted.

Noise: any disruption or obstruction that could affect the message's clarity and accuracy during transmission.

Receiver: the person or thing that receives and decodes the message.

Decoding: the process of understanding and interpreting the message

Feedback: the response or reaction to the message that completes the communication loop.

These components help illustrate the different stages and factors involved in the communication process. By understanding these principles, individuals and organizations can effectively transmit and receive messages while minimizing potential barriers to communication.

Integrated Marketing Communication (IMC) Definition

IMC, or integrated marketing dispatches, is a strategic approach that aims to integrate and harmonize all the colorful communication tools and channels used by a business or brand to request its goods or services. IMC entails combining colorful communication strategies, including public relations, particular selling, direct marketing, and advertising, into flawless and cohesive communication that's delivered to the target audience. In order to maximize

the effectiveness of the business's communication efforts, IMC's main goal is to produce a harmonious brand image and communication across all communication channels.

The creation blend outlines the manner in which marketers carry out their marketing enterprise by fusing colorful marketing communication strategies. It takes knowledge and experience to effectively use colorful marketing communication methods. Each style has its own advantages and challenges. It should come as no surprise that as new tools and communication capabilities become available to marketers and their followers, communication strategies change over time.

Why is integrated marketing communication important?

Every business employs a variety of channels to connect with its target market. Traditional forms of communication like television, radio, journals, out-of-door advertisements, and mailboxes now have a variety of digital channels to choose from. It can be delicate to keep track of all the media channels available to reach the intended audience. In order to achieve their marketing pretensions, companies must now concentrate on multiple marketing platforms. An omnichannel marketing strategy is needed to ensure that all channels work seamlessly together. In this case, IMC (Integrated Marketing Communications) is pivotal.

IMC is essential for four key reasons: it ensures continuity throughout the entire client journey, supports brand development, facilitates the effective blending of the appropriate channels, and boosts the efficiency of those channels through collaboration. Tesco can use marketing techniques to increase the fullness of its branbrands. **To increase brand awareness and expand its current traditional promotional juggernauts, it can employ a variety of promotional strategies.**

1. Influencer marketing: Tesco can start an influencer marketing campaign with suitable social media personalities to increase brand awareness, target new demographics, and build credibility with new followers on social media.
2. Gamification Competitions or games that use Tesco's brand and product immolations as prizes can be made for guests using mobile-based operations. People may become

engaged and enthusiastic as a result, fastening their attention on new immolations or elevations.

3. Social media competitions Holding different social media competitions can increase mindfulness and engagement. For example, Tesco could host print competitions where actors submit images of themselves using Tesco goods, and the most stylish entry receives a prize.

4. Cross-promotion with other brands Tesco can work with other brands on elevations, co-branding, or common marketing juggernauts. Examples include running in-store promotions with partner brands or co-creating content for collective engagement.

5. Community enterprise Tesco might support neighborhood enhancement enterprises by working with neighborhood councils, seminaries, and community associations. Within the communities they serve, this may spark interest and promote social responsibility and mindfulness.

6. Tesco could give guests a virtual reality experience with immersive graphics showing the entire client trip when using Tesco's goods or services, from the point of decision to the point of purchase.

7. Fidelity Price Program Tesco could offer club card holders new impulses and prices, giving them a stronger incentive to choose Tesco over rivals in the request.

8. Online announcements Tesco can use targeted online advertising to reach guests by posting their patronized announcements on colorful websites, including social media platforms, apps, or other applicable online communities.

9. Interactive Client Service Experience Tesco could make online shoppers' experiences with client service more interactive by using chatbots or the live video app Converse. This can enhance the shopping experience by giving guests substantiated recommendations and responding to their inquiries. snappily

10. Beget-related marketing Tesco could help charitable causes by giving a portion of its profits to charities. The purpose of cause-related marketing is to increase awareness of Tesco's brand and build trust while also raising public awareness on social issues.

11. Marketing personalization Tesco could use information from its client fidelity program and other data sources to epitomize its marketing dispatches, ensuring that guests are given the applicable product information and elevations. This could be done by using once-purchased and hunted data or other perceptivity like geographic position, age range, or interests to give substantiated elevations.

12. Tesco may run juggernauts to produce personalized, customer-driven QR canons. creation that's amusing and engaging and directs target guests to Tesco's website, social media accounts, or other ingrained content.

13. A covert paperback marketing enterprise or ingenious in-store elevations could be used by Tesco to produce a themed shopping terrain that would support their brand and attract guests. Tesco will be able to increase brand mindfulness among consumers, drive growth and profit, cultivate a more loyal client base, and strengthen its position in the market by enforcing these cutting-edge promotional ways.

Branding and brand equity definition

A company's efforts to create a distinctive identity and reputation for its goods or services are referred to as "**branding**." The process of coming up with an instantly recognizable name, symbol, design, or other feature that identifies a company's goods or services and sets them apart from those of rivals It includes all aspects of a company that a customer might notice, such as the logo, packaging, marketing, user experience, customer support, and overarching messaging, when choosing a company's products or services over those offered by competitors. Customers should feel valued and trusted This is the aim of branding.

On the other hand, brand equity describes the immaterial value that a brand brings to a company's goods or services. It is the value that a brand name adds to a good or service that transcends its useful qualities. Brand equity factors in things like brand fidelity, awareness, associations with perceived quality, and other favorable traits that influence consumer behavior and preference for a brand. Strong brand equity helps a company differentiate itself from its

competitors, allowing it to command higher prices, retain customers, and secure new business opportunities.

Aaker's Brand Equity model : TESCO



Aaker's Brand Equity Model

Brand associations, perceived quality, brand loyalty, brand awareness, and other exclusive brand assets are the five elements that make up Aaker's Brand Equity model. By concentrating on these elements, Tesco, one of the biggest retailers in the UK, has built solid brand equity over the years.

Brand loyalty: Tesco's quality, reasonable prices, and extensive product selection have helped it build a loyal customer base. Additionally, Tesco provides personalized deals and loyalty reward programs to entice customers to keep shopping there.

Brand recognition: Tesco is a well-known brand in the UK, and a successful advertising and marketing strategy has aided in raising consumer awareness of the company. To reach a larger audience, Tesco also employs a variety of communication channels, including social media, newspapers, television, and billboards.

Perceived Quality: Tesco is renowned for providing its customers with high-quality goods and services. To raise the quality of its products, the company has made investments in product quality improvement and implemented sustainable supply chain practices.

Brand association: Tesco's brand is associated with a variety of groups and communities, which makes it more appealing to the target market. For example, Collaborations works with charities and regional farmers to support the community, and these initiatives have a positive effect on the company's reputation. Shopping is convenient for consumers. To improve the comfort and convenience of its customers' shopping, Tesco has introduced self-checkout systems, online shopping, and mobile apps.

The Aaker Brand Equity model has the benefits of being practical, simple to understand, and offering a thorough analysis of a company's brand equity. The model aids businesses in identifying what needs to be improved in order to boost brand equity. Additionally, the model aids businesses in determining the advantages and disadvantages of their brand equity in comparison to rivals.

The Aaker Brand Equity model has some drawbacks, including the fact that there are many variables to take into account and that measuring brand equity precisely can be difficult.

A model component can also be ambiguous, making it challenging to assess how well each one works.

Tesco has built a strong brand equity as a result of focusing on the five components of the Aaker Brand Equity model. While also expanding its clientele and brand recognition, the company has made investments in offering high-quality products and services. Tesco has also made investments in technology and innovation and established powerful brand associations. The Aaker Brand Equity model, which also offers suggestions, explains why Tesco has such a strong brand reputation.

The Aaker brand equity model is a well-known framework used to assess and sustain a brand's effectiveness and efficiency in the market. **Here are the advantages and disadvantages of utilizing Aaker's approach when evaluating Tesco's branding efforts:**

Advantages:

1. Comprehensive perspective - Aaker's model covers five significant dimensions, including brand loyalty, perceived quality, brand associations, brand awareness, and other distinctive factors. This provides organizations like Tesco with an in-depth insight into their brand's strengths and potential areas for improvement.
2. Customization - The Aaker model can be tailored to each industry and product category, making it adaptable to Tesco's specific needs and priorities.
3. Measurable - Aaker's approach provides clear benchmarks to value brand equity, allowing Tesco to monitor the progression of its brand over time and relative to its competitors.

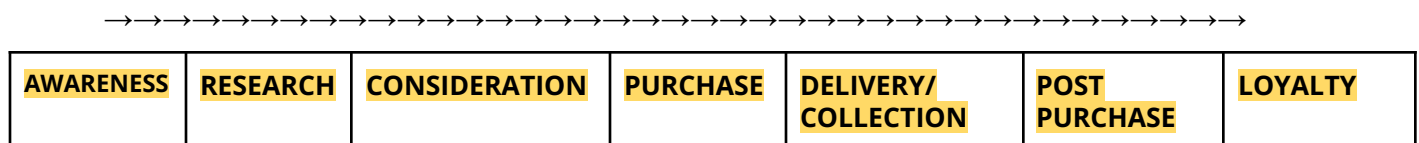
Disadvantages:

1. Time-consuming - Implementing Aaker's brand equity model can be a lengthy process due to its focus on analyzing customer perceptions and attitudes towards the brand.
2. Limitations in financial metrics - Aaker's model concentrates mainly on non-financial factors such as brand awareness and perceived quality, making it difficult to determine a direct association between the brand's performance and its financial outcomes.

In summary, Aaker's brand equity model can be useful for assessing Tesco's branding effectiveness, although it is essential to take into account additional factors such as external influences and financial outcomes to achieve an increased understanding of Tesco's overall success.

The diagram illustrates the five stages of the marketing funnel and the marketing channels associated with each stage:

- Awareness (Orange Arrow):** Online Display, Word of Mouth, Radio, TV, Print Outdoor, PR.
- Consideration (Yellow Arrow):** Search, Paid Content, Email, Web Sites/Landing Pages, Social Media, Direct Email.
- Purchase (Green Arrow):** Community, Website, Mobile App/ Site, Store/ Branch.
- Service (Blue Arrow):** Chat, Social, Call Centre, Promotion.
- Loyalty Expansion (Purple Arrow):** Survey, Loyalty Program, Newsletter.



14

The various touch points or interactions a customer has with British multinational grocery retailer Tesco are referred to as the "Tesco customer journey." An overview of the typical customer journey is provided below:

- Customers learn about Tesco through a variety of channels, such as TV commercials, online advertisements, word-of-mouth recommendations, or in-store promotions.
- Customer researches Tesco's offerings, including its product selection, costs, special offers, and delivery choices. They could accomplish this by going to the Tesco website, perusing customer testimonials, or going to a physical store.
- Taking into account: The consumer chooses whether or not to shop at Tesco based on their personal preferences and research. They could contrast Tesco's selection with those of other merchants and consider elements like price, convenience, and quality.
- Purchase: Whether in-person or online, the customer makes a purchase from Tesco. They can either visit a physical store to shop in person or order groceries for delivery home using the Tesco website or mobile app.
- Delivery/Pickup: When a customer places an online grocery order, they have the option of having the items delivered to their home or picking them up from a designated pickup location. Tesco provides a number of delivery options, such as same-day, next-day, and Click+Collect.

-
- Post-purchase: Tesco may contact the customer to follow up on the sale and solicit feedback or make tailored recommendations based on the buyer's past purchases. The client can post a review or discuss their encounter on social media.
 - Tesco's Clubcard loyalty program, which gives customers points for every purchase made, aims to increase customer loyalty. These points can be exchanged for deals, coupons, or other benefits.

The overall goal of the Tesco customer journey is to offer a convenient and personalized shopping experience, both online and in-store, while fostering customer loyalty through rewards and incentives.

This diagram shows the different touchpoints that customers may use to interact with Tesco throughout their customer journey, such as the Tesco website, physical stores, mobile apps, customer service, and more. Tesco can enhance the general customer journey, boost customer loyalty, and boost customer satisfaction by offering a seamless and positive experience at each touchpoint.

A framework called the "Total Engagement Model" emphasizes the significance of involving workers in all facets of business operations. It entails encouraging an atmosphere of open dialogue and cooperation, rewarding and praising staff members, and including them in decision-making procedures. This model can have a number of effects on the success of Tesco, one of the biggest retail businesses in the UK.

To start, Tesco can use this model to encourage an open culture of communication with its staff. Tesco can develop a more inspired and motivated workforce by giving them the chance to express their ideas. Additionally, it can inspire workers to take responsibility for their work, which

will result in a workforce that is more dedicated and productive. Additionally, Tesco can use this model to recognize and honor staff members for their contributions, which will foster a sense of community and job satisfaction.

Tesco's operations could benefit from incorporating the Total Engagement Model in order to foster a culture that values employee engagement. By encouraging a supportive and positive work environment, Tesco can improve its business outcomes, leading to higher customer satisfaction and increased profits. This model can help Tesco stay competitive in the retail industry by promoting its skilled and engaged workforce.

In conclusion, Tesco can improve operations and raise employee engagement by using the Total Engagement Model as a helpful framework. Tesco can develop a more inspired and motivated workforce that will produce better business results by encouraging an environment of open communication, rewarding and recognizing employees, and including them in decision-making processes. With the aid of this model, Tesco can be successful by appreciating the significance of employee satisfaction and inclusion.

Payne, A., Storbacka, K., & Frow, P. (2017). Managing the co-creation of value. *Journal of the Academy of Marketing Science*, 45(3), 489- 504. doi: 10.1007/s11747-016-0488-3

Yani-De-Soriano, M., Foxall, G. R., & Dacko, S. G. (2013). Retail innovation and customer experience: A case study of Tesco. *Journal of Retailing and Consumer Services*, 20(2), 189-197. doi: 10.1016/j.jretconser.2012.11.004

Kaplan, R. S., & Norton, D. P. (2001). The strategy-focused organization. *Harvard Business Review*, 79(10), 76-85.

O'Cass, A., & Grace, D. (2003). To brand or not to brand? A theoretical and empirical question. *Journal of Product and Brand Management*, 12(2), 106-117. doi: 10.1108/10610420310469194

Tesco PLC. (2021). Our business. Retrieved from <https://www.tescopl.com/about-us/our-business/>

Tesco PLC. (2021). Our strategy. Retrieved from <https://www.tescopl.com/about-us/our-strategy/>

Christensen, C. M. (1997). *The innovator's dilemma: When new technologies cause great firms to fail*. Harvard Business Review Press.

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.

Slater, S. F., & Narver, J. C. (1995). Market orientation and the learning organization. *Journal of Marketing*, 59(3), 63-74. doi: 10.1177/002224299505900304

Tesco PLC. (2021). Our brands. Retrieved from <https://www.tescopl.com/about-us/our-brands/>

Wilson, R. M. S., & Gilligan, C. (2012). *Strategic marketing management* (3rd ed.). Routledge.

Christensen, C. M. (1997). *The innovator's dilemma: When new technologies cause great firms to fail*. Harvard Business Review Press.

Kotler, P., & Keller, K. L. (2016). Marketing management (15th ed.). Pearson.

Slater, S. F., & Narver, J. C. (1995). Market orientation and the learning organization. *Journal of Marketing*, 59(3), 63-74. doi: 10.1177/002224299505900304

Tesco PLC. (2021). Our brands. Retrieved from
<https://www.tescoplac.com/about-us/our-brands/>

Grönroos, C. (2006). Adopting a service logic for marketing. *Marketing Theory*, 6(3), 317-333. doi: 10.1177/1470593106066796

Gupta, S., Lehmann, D. R., & Stuart, J. A. (2004). Valuing customers. *Journal of Marketing Research*, 41(1), 7-18. doi: 10.1509/jmkr.41.1.7.25084

Tesco PLC. (2021). Tesco and Society. Retrieved from
<https://www.tescoplac.com/sustainability/tesco-and-society/>

Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. *Journal of Marketing*, 68(1), 1-17. doi: 10.1509/jmkg.68.1.1.24036

Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2006). *Services marketing: Integrating customer focus across the firm* (4th ed.). McGraw-Hill.