

TESCO

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DIGITAL SKILLS AND
RESEARCH METHODS

BMSW4003

Group presentation

LECTURER

MR SOBAN SADIQ



A hand is shown reaching out from the bottom center, touching a glowing, wireframe globe. The globe is the central hub of a network, with lines radiating outwards to various circular icons. These icons include a computer monitor, a globe, a shopping cart, a smartphone, a document, a headset, an envelope, and a laptop. In the background, there is a faint, dotted map of the world. The overall scene is set against a dark, blue-toned background with a subtle grid pattern.

**WELCOME
TO THE PRESENTATION**

THE BEGINNING

- The Tesco brand first appeared in 1924.
- The name came about after Jack Cohen bought a shipment of tea from Thomas Edward Stockwell.
- He made new labels using the initials of the supplier's name (TES), and the first two letters of his surname (CO), forming the word TESCO.



TESCO

- Started as a small stall market and it became a multinational retailer.
- They sell from different and international food to toys, clothing and electrics.
- They also have opened the TESCO Bank
- And giving to community as well opening the campaign of "every little helps" giving free computers to schools



TESCO CONTINUE TO GROW

- As they are growing, they have opened stores in:
- Europe 261 stores
- Across Asia 179
- And they are planning to open 184 stores worldwide over the next year



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Challenges to manage employees

- social media engagement issues
- Challenges in the marketing system
- Restrictions in customer support
- Low productivity
- Challenges to increase sales and revenue
- Issues in collecting necessary data
- Issues in the communication system
- Faced challenges to expand the business

CHALLENGES BEFORE INTRODUCING MODERN TECHNOLOGIES



CHALLENGES BEFORE INTRODUCING MODERN TECHNOLOGIES

- **Challenges to manage employees**
- Before the introduction of modern technology, businesses like “Tesco” faces different challenges to manage employees.
- **Social media engagement issues**
- The introduction of social media is a modern-day concept that greatly supports the business organisation to analyse the interest of people in the services of the organization.



- **Challenges in the marketing system**
- The marketing system of a business organization supports increasing sales and attracting customers from the marketplace and to do this modern technology play a very crucial role.
- **Restrictions in customer support**
- The business organization always tries to support the customers so that the organization can ensure customer satisfaction.

CHALLENGES BEFORE INTRODUCING MODERN TECHNOLOGIES



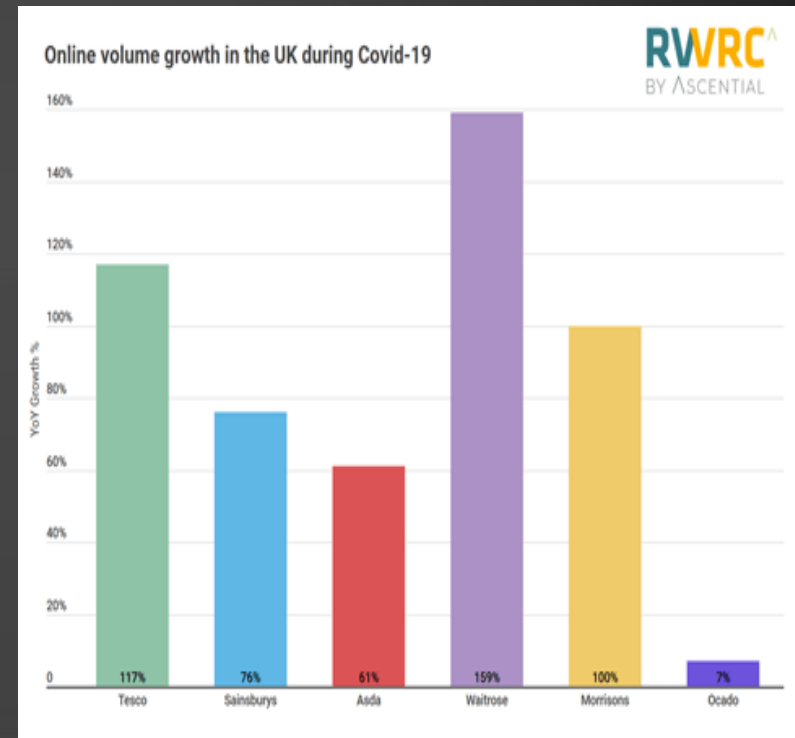
CHALLENGES BEFORE INTRODUCING MODERN TECHNOLOGIES

- **Low productivity**
- “Tesco” is a big organization that is related to huge production. “Tesco” faced different challenges to increase its productivity.
- **Challenges to increase sales and revenue**
- Business organizations always want to increase sales so that the organisation can increase the revenue of the organization.



CHALLENGES BEFORE INTRODUCING MODERN TECHNOLOGIES

- **Issues in collecting necessary data**
- Businesses like “Tesco” always faced huge competition from the marketplace, so the organization always tries to collect necessary data from the marketplace to operate the business successfully.



- **Issues in the communication system**
- The modern-day communication system is very strong that greatly supports the business organizations to perform better and the main reason behind this is the introduction of modern technologies.
- **Faced challenges to expand the business**
- Modern technologies greatly support the expansion of the business and without this, no business can successfully expand the business.



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- Introduction
- An overview of “Tesco”
- Insights to the modern technology introduced
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INSIGHTS OF TECHNOLOGY

- This presentation will present the insights of technology introduction in “Tesco”.
- How technology supports “Tesco” to achieve its vision will also discussed in this presentation (Huda, 2018).



AN OVERVIEW OF “TESCO”

- Established – 1919.
- Industry – Retail.
- Number of shops – 7005.
- Number of employees – 423092.
- Net income – 0.973 billion pounds.



INSIGHTS TO THE MODERN TECHNOLOGY INTRODUCED

- **Quick ROI** – “Tesco” can return its investment quickly by the use of technology.
- **Improvement in productivity** - “Tesco” can train its employees properly about technology and their productivity will increase (Jayakrishnan, et al, 2018).



INSIGHTS TO THE MODERN TECHNOLOGY INTRODUCED

- **Support in hiring** – HR department of “Tesco” can attract more talented and capable employees.
- **Efficiency in operation management** – “Tesco” can control the whole system from one office (Mutingi, 2014).





INSIGHTS TO THE MODERN TECHNOLOGY INTRODUCED

- **Employee training** – “Tesco” can train its employees in more cost-efficient way.
- **Business expansion** – “Tesco” can survey the market (Alford, et al, 2015).

THE IMPACTS OF MODERN TECHNOLOGY IN TESCO

ADVANTAGES;

- Self-service checkout point.
 - Till checkout cameras.
 - Customers shopping scanners.
 - Heat technology to monitor lines the till.
 - Online ordering and Sales inventory.
-
- Tesco is the leading *grocer store in the UK*, accounting for 25% of all grocery sales offline and 43% of all grocery sales online.

[1]● In the past 15 years, Tesco has digitally transformed their customers, business model, operating model through investments in a state-of-the-art website with click-and-collect functionality, a digitalized in-store experience and a data-driven customer loyalty platform.

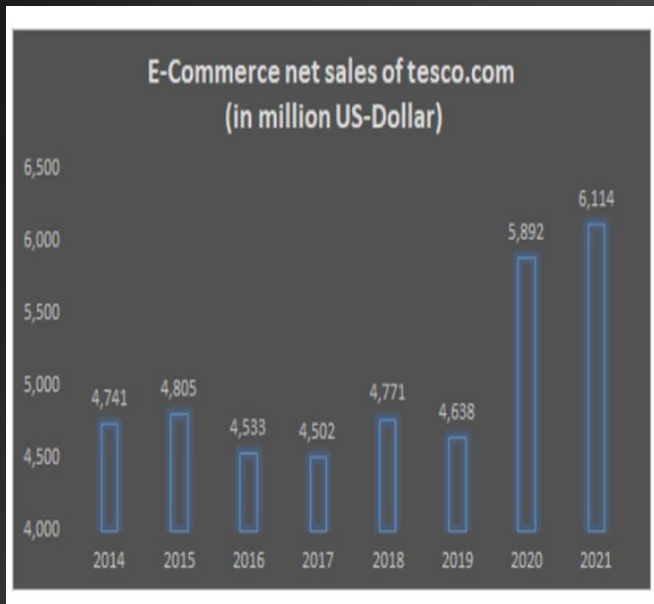


IMPACT OF THE MODERN TECHNOLOGY INTRODUCED IN TESCO

- Tesco has made changes in their business. models and introduced modern technological.
- It`s online grocery platform that has provided click and collect functionality.

IMPACT OF THE MODERN TECHNOLOGY INTRODUCED IN TESCO

- With the help of this new modification by modern technology, Tesco was able to fulfil the technological needs of their employees and improve their services for their consumers.
- Tesco has introduced the “click and collect” function, an effective Omni-channel, in 2011.



- The main function of click and collect technology is to allow customers to place their order online and collect it at any selected grocery point of their choice in the UK.



IMPACT OF THE MODERN TECHNOLOGY INTRODUCED IN TESCO

- Click and collect in Bricks and Clicks stores of Tesco.

- Tesco's technological enhancement helped them survive in 2020 pandemic.

- More precisely, their net sale has also increased.



- Tesco has implemented the AOIF system for improving their poor queue management system.
- The new and modern technological advancement and introduction.
- Tesco Chief Executive stated that the modern technology.

IMPACT OF THE MODERN TECHNOLOGY INTRODUCED IN TESCO

LESSONS DRAWN FROM THE CASE STUDY



- The lesson learned from the above-mentioned case study is that Tesco is a well-known grocery and retailer company in the UK.
- However, they need to change their outdated methods.
- Therefore, it is drawn from the lessons that bricks and mortar cannot compete.
- For this reason, bricks and clicks need to be involved in the company.

- The lesson learned from the above-mentioned case study is that Tesco is a well-known grocery and retailer company in the UK.
- However, they need to change their outdated methods to provide better service to their customer and improve their work efficiency.

LESSON
DRAWN
FROM
THE
CASE
STUDY.

LESSON DRAWN FROM THE CASE STUDY

- Moreover, it is also drawn from the lessons that bricks and mortar cannot compete in the contemporary world and fail to improve employee productivity (Amankwah-Amoah, 2018).
- For this reason, bricks and clicks need to be involved in the company to target the audience through the internet, and in this way, they are able to improve workplace efficiency by gaining customer insights.



TESCO: E-commerce

CASE STUDY TESCO



Tesco boasts an impressive history in the UK and abroad.

- Over the years, the grocery has achieved continued success by remaining at the forefront of retail trends.
- Including everything from self-service shopping to international expansion (Rosnizam et al., 2020).

CASE STUDY TESCO



More recently,

- Tesco has made its mark with a sophisticated online grocery strategy that enables seamless digital shopping.
- There's a lot that can be gleaned from Tesco's eCommerce efforts. In this Tesco case study,
- we highlight the retailer's long-term emphasis on customer service,

which can be seen not only in its physical locations but also in its eCommerce strategy (Peeroo, 2019).

CONCLUSION

Tesco's eCommerce strategy reflects,

- The brand's commitment to value and convenience.
 - These priorities are evident in everything from the logo to the images and even the general layout.
 - Website visits are just as efficient and orderly as in-person purchases at Tesco's physical locations.
- Tesco's website, like its stores, may not be fancy—but it gets the job done.



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Thank You

