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## **Introduction:**

Background of the company:

Tesco is one of the biggest British global grocery store, and general merchandise retailer, in 2015, research has shown that it was 9<sup>th</sup> highest grossing retailer in the world. SCI Data 2020. It was successful with global revenue and biggest grocery retailer in the United Kingdom. Tesco had already 28% market share, Tesco is operating with loyalty cards for their customers, by offering some benefits for their customers, moreover their loyalty card can be used online or in any Tesco store. Customers can benefit from unlimited offers on any Tesco products, or they can collect points on the loyalty card, however they can spend later. Tesco was founded by Jack Cohen in 1919, they started to make some groceries sales from East and London stalls. In 1924 Tesco brand appeared for the first time. The name Tesco was established when Jack Cohen bought a batch of tea from T.E Stockwell (Luk Ward 2021).

First Tesco store was opened in 1929, until 1950s they brought some more stores and supermarkets they rapidly grew and had overall around 80 stores. However, the company decided to buy some more small different stores. Jack Cohen resigned in 1973 and he was replaced by his son-in-law Leslie Porter. In 1994 Tesco had controversies with Sainsbury's about some company based in Dublin to have the control, which was operating 57 stores, that was the opportunity for Tesco to expand more stores in Scotland. Moreover, Tesco already had expanded in Ireland in 1997. In 1995 Tesco had started their online shopping, this fact would be beneficial for Tesco with online stoppings. Since 2001 Tesco was spread in all over the United Kingdom and it was definitely considered a reliable company, however Tesco as a company started to offer to their customers own mobile phones, house insurance and cars. Currently Tesco has six types of stores, which are operating successfully, which are: Tesco Extra, Tesco superstores, Tesco metro, Tesco Express, Tesco HomePlus and Stop-Every little helps (Luk Ward 2021).

## **What is Marketing?**

It is true that people often try to satisfy their wants and needs and to benefit through the exchange, moreover marketing is involved in this, has been asked this question to student, the resulting responses were too and entertaining as a circus. After all these responses could someone double think what marketing is (Chux Gervase Iwu 2009).

A few Authors have defined marketing in different ways According to Chux Gervase Iwu 2009 the American association defines marketing as the process of planning and executing the conception, pricing, promotion and distribution of ideas. However, we can define marketing for any action a company can take, to attract their customers to their services or products through high quality messaging. Marketing is intended to deliver standalone value for prospects and consumers through content, (Caroline Forsey 2021).

Marketing is an excellent process for consumers to get interested in your company and your products. To achieve that, you should be able to understand the consumers' needs and interests and Analyse them. marketing is all about developing the business in every aspect, including sales, to develop the products, distribution, methods and advertising (Caroline Forsey 2021).

Today there are some types of marketing, which are essential, several of the marketing types are, internet marketing, Search engine optimization, blog marketing. Social media marketing, print marketing, search engine marketing and video marketing.

## **Marketing process:**

The marketing process allows businesses and organizations to make promotions on their products or services to their customers, by several series of steps. It has some purpose to find out the target audience, (Dharmesh Shah) by creating a market strategy and some plan. It is essential for consumers to inform them about the product and services, moreover, by making them buy the products.

The marketing process consists of five steps process, which is created by marketers, and has some aims as to create customer value and build long term relationships with customers.

### **Example of marketing process:**

Some online stores, which sell clothes, are considered to young adults, by following the marketing process, it has identified target of the marketing. They are focusing on customer driven products and emphasize trendy and affordable brands. In order to develop an integrated marketing strategy, this can be done, by using social media or creating partnership with influencers.

### **Five steps of marketing process:**

- Considering on customers needs and the market
- To create marketing strategy of customer driven
- By making an integrated marketing plan
- By creating long term relationship with customers
- Gaining customers value

## Diagram of marketing process:



Stages of marketing process, situational analysis, objectives, strategy, implementation, and control:

There are five essential steps to be marketing process strategy successfully

We are going to discuss step by step all of them.

The marketing strategy process is one step which consists of five steps and has some purpose which can help you to identify and meet your goals and achievements. However you have discovered some of our customers' needs, what they are requesting from you and expecting to be the products they get. These are the five steps to be a successful strategic marketing process:

- Mission
- Situational analysis
- Marketing strategy or planning
- Marketing mix
- Implementation or control.

Strategic marketing planning contains some goals and objectives, it contains information about internal and external business factors, moreover it contains planning and implementation to have control on your progress. If we look at the example of the winner of the CMO Survey Award for Marketing Excellence for the past several years. He is perfect example of strategic marketing plan for very successful companies in the world (Joe Waller 2017).

In this report we are going to discuss about Tesco marketing strategy:

Tesco as a business is following a strategy which has the purpose of targeting their customers and having a good reputation with their customers. Tesco follows the following formula for a successful marketing strategy.

- Customer segmentation: Tesco can divide their customers based on their personal preferences and personal needs, and shares into different segments. To meet all these needs of those segments
- Loyalty Program. Tesco club card is one of the very popular benefits can Tesco offer to their customers, and it is loved one, Tesco can offer unlimited discount and some special offers to encourage the customers to continue for shopping. The program works with 18 million (about 7 months) members. Which can have as a billion pound for Tesco every year.
- Marketing through Multiple channel: Tesco use some very traditional digital marketing channel such as TV, Radio, emails, however some promotions in the stores with huge promotions,
- Value for money: Tesco is always focusing on offering their customers good value for money, and the results of by providing high-quality products, services and affordable prices.
- Private label brand: Tesco has created several Private label brands. Which is offering to customers to the customers cheaper price than other popular brands do.
- CSR Activates: Tesco is part of some of the corporate social responsibility (CSR) this activates is based on sustainability, and some community engagement, this activity is about to have positive feedback and positive brand image in front of the customers. Customers will be glad, and the company will receive some positive feedback.

**Tesco promotional strategy:**

Tesco has focused on attracting their customers, with many of the promotional and offers, and keeping up sales. To make it even better Tesco is using some advertising, like social media, or sending promotional messages to their customers, however they normally use buy one get one offers and discount. The loyalty club card is one of Tesco's marketing strategies.

Tesco has taken part in a campaign called better baskets, which identifies the customers who wish to make some healthier choices while shopping (Aditya Shasti 2023). According to the research that has been taken place, 86% of customers their preference is to shop healthier and but 77% they need Tesco's help and support to achieve this goal.

**Tesco online services and eCommerce strategy:**

Tesco has very modern and successful online shopping. According to Aditya Shasti 2023 Tesco's eCommerce strategy reflects the brand's commitment to value and convenience. Website visits are just as efficient as in-person purchases. Tesco's website, just like its stores, is easy to navigate. (Aditya Shasti 2023).

Tesco has performed very well in the last few years. Online sales have been increased by 15% in Ireland and South Korea. However, Tesco has been successful in double digit growth. Tesco has been increasing their online shopping platforms, cause that to provide excellent customers experiences.

Tesco has managed to offer their customers the option of click and collect. This is the ability for customers to shop online and collect their products from any Tesco operating shop.

Tesco has given ability to their customers to shop through the online app. According to A Ditya Shasti 2023 to They can make a directly some purchases also make direct payments, they introduced the option for customers to shop in-store by simply scanning the products as they shop, through the app. Once done, the customers can simply checkout via self-service or cashier counters. This is an opportunity for customers don't wait in the queue and Shope more easily than usually.

Marketing mix at Tesco:

It is an essential factor marketing mix the way how you can market your product or will market it in the future, marketing mix has four parts, price, products, promotions and places. In this report we are going to analyze the marketing mix for Tesco as a company.

### **Conclusion:**

It is essentially critical for Tesco's cooperate philosophy to keep up the cost leadership. As it is very important for Tesco to keep Hight value and excellent quality of products and services. However, it is focusing on how affordable prices can be offered to their customers. Moreover, it is very impotent, it is a reason why the customers are coming back, and the company keeps up sales, Tesco as a company has tried to offer affordable prices. If we compare prices with other Companys Tesco is more affordable however Tesco has gained to have some loyalty customers, and it is focusing on, more sales.

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