



*Every Little
Helps*

Group presentations

GROUP PRESENTATION

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Background

- Tesco was founded by Jack Cohen in 1919. A son of Jewish migrants from Poland, Cohen start selling groceries from a stall at Well Street Market, Hackney in East End of London (tescoplc.com).
- Tesco continued to grow in the 1930s, Cohen opening stores across London. In 1932 the brand becomes a limited company. In 1934 Mr. Cohen bought land in Edmonton, North London and build a warehouse. That was the first modern food warehouse in the country (tescoplc.com). “Tesco Stores (Holdings) was floated on the stock exchange with a share of 25 pence” (tescoplc.com).



Background

- Inspired by the visit to North America, Mr. Jack Cohen decided to move into self-service. The first stores with self-service were opened in 1948 in St. Albans, Hertfordshire (tesco.co.uk). In the 1950s, Tesco bought around 500 stores and introduced to the community the first supermarket opened in Maldon, Essex in 1958 (tesco.co.uk).
- The retailer makes a big move in the 1960s when starting to sell household and clothing (tesco.co.uk).
- The next decade is all about putting petrol stations on major sites and cutting prices, called "checkout at Tesco". (tesco.co.uk)



Goals and Objectives

Goal of the company is to stay as a leading retail supermarket organization which provide quality products as well as post sales services at affordable cost in comparison to their competitors. Tesco ensure that each and every product which satisfy the customers will be available at single stores. Consumers wanted to satisfy their needs through consuming products & services with grate value.



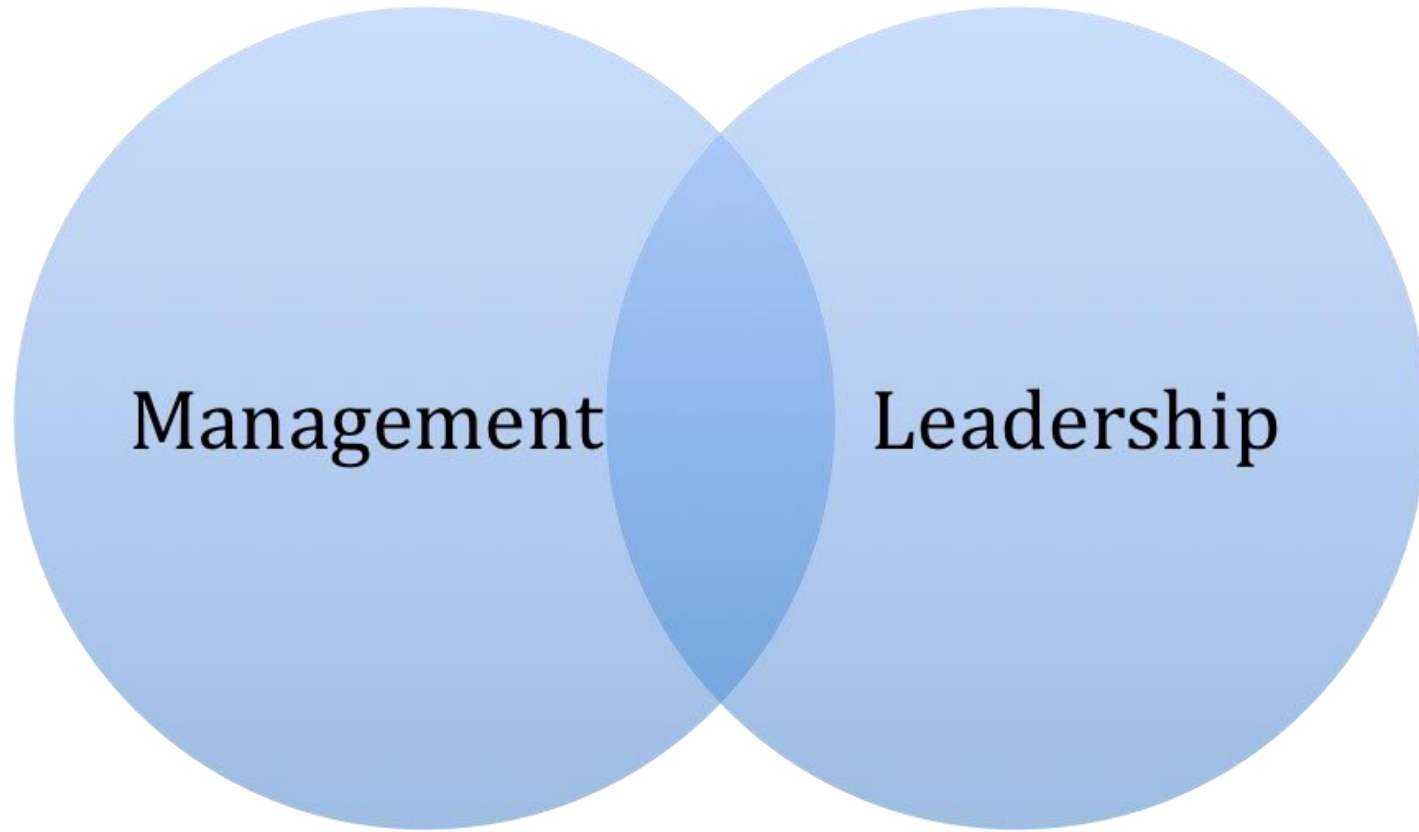
- Initially Tesco have to set some expectation and it should be realistic which any individual can achieve. Along with this, they have to set SMART goals that should be specific, measurable, achievable, relevant and timely completed.

How to establish Goals



Objectives of Tesco Plc

- First and all time objectives of the company is to maximise the sales in order to increase the profit margin of the company.
- Objectives should be established through analysing the requirement of business which required to achieve in the particular time frame. Management of Tesco Plc need to ensure that objectives should be clear which make individual able to understand or perform in order to achieve their organizational goals.



Leadership and management behavior

Management

Provide human resources!

Reduces the risks of the company!

Coordinate daily tasks!

Provide the structure of the organisation!

Do things right!

Leadership

Provide vision of the company!

Pursue opportunities for the company!

Inspire and unites the people in the company !

Lead improvisation!

Do right things!



DEMOCRATIC LEADERSHIP

The theory which the company has used is clearly operating and bringing success.

The leadership and management behavior in Tesco follow the democratic style where voices of the employee are heard at time of decision making.

Motivation

- In order to support and motivate its employees, Tesco offers its employees rewards and supports them with a work/ life balance by offering them flexible working hours, discounted gym membership, competitive salaries, company share options, free to reduced rate health care among others

Content theories	Process theories
• Maslow	• Expectancy theory
• Alderfer	• Equity theory
• Nohria	• Goal theory
• Herzberg	• Attribution theory
• McClellan	



Perception

- Based on a combination of factors including quality, value and recommendation perceptions of the supermarket have been on a steady upwards trajectory. The retailer has continued to drive perceptions of quality and value. As noted by Armstrong (2009), it is the duty of a leader to change people's perception by creating deep collective identity through his followers. Since he became CEO in 2004, Dave Lewis has been working tirelessly to improve the company perception.



Tesco put their customers in the focus of their activities. They believe they must improve the quality of life of their customers and make their life easier. Those efforts lead to Tesco success. Tesco code of business set out how the employees should behave towards one another and to other 3d parties. They create equal opportunities for the employees irrespective of their gender, sexual oriented and background.



The employees' behavior is of greatest importance for the companies performance. It is the reason why the organizations pay special attention to the factors that defined the behavior.

The role of the managers is one of the basic factors. They set directions to the team members and make them aware of the values and policies of the organization. To be able to do this they need to have clear communication and to look for feedback from their stuff. The managers have to support their team and help them manage with their everyday work and in acquiring new skills and knowledge.

Work culture is other important factor that influences employees behavior. Clear rules, positive atmosphere, respect, good relations between the stuff members make them feel good and help them perform their tasks in the best possible way.

Reference List

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Picture 2 Petya Nedeva

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Diana Dimova

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Picture 2

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