

TESCO

GROUP REPORT

TEAM

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INTRODUCTION

This assignment will describe a brief overview of the company like Tesco and the project that has been prepared as a team for analyzing the organizational behavior of Tesco. This assignment will also explain the management and leadership behavior adopted by the business of Tesco for the growth and development of the business in the market.



BACKGROUND OF THE PROJECT AND RELATED ORGANIZATION

Tesco's business is among the largest and leading retailers of food and beverages in the United Kingdom. The business was started as a grocery stall in the year 1919 by Jack Cohen. The company is headquartered in Hertfordshire, UK. According to the statistics of gross revenue, Tesco's business is the 3rd largest retailer business across the world, and by the revenue, it is the 9th largest retailer business across the globe (Johnson et al., 2018).



Figure 1: Tesco Logo

[Source: Johnson et al., 2018]

The business of Tesco was first expanded in the year 1924 after buying the delivery of tea. The business was expanded quickly and has operated more than 100 outlets of Tesco around the nation in the year 1939. The business of Tesco has been introduced as a grocery outlet and then expanded in the sectors of the market by offering a diverse range of retail products and services to its potential customers (Guo and Wang, 2019). The chief aim of the business involves creating a value of the customers and expansion of the company around the globe by offering a variety of products and services at affordable rates. The business of Tesco tries to remain up-to-date by researching the market properly to understand the changing preferences and needs of the customers and the market (Wood et al., 2017).

It has been observed while doing a project as a team, that the business of Tesco is increasing day by day quickly. The business of Tesco offers a diverse range of products and services that involves groceries, financial facilities, food and beverages, household goods, health care



products, beauty products, entertainment items, and many more at affordable rates to its large base of the customers. The business of Tesco believes in understanding and meeting the preferences, tastes, and needs of the existing and targeted customers (Prange, 2016). The business offers a standard quality of products and services to its customers at affordable rates that help in gaining the advantage of competition in the market over other businesses. Tesco is facing various challenges in holding the leading position in the market over big business rivals like Walmart, Sainsbury, etc. The business of Tesco is operating its outlets in the UK, Brazil, Argentina, the US, Thailand, China, Poland, Greece, and many more. The strategy is adopted by the business that increases its sales, forms better relationships with the customers, and enhances its performance i.e. introducing non-food products in its product line and enhancing its market research to understand and satisfied the needs and desires of the potential and existing customers (Heller, 2017).

The business of Tesco also adopted an e-commerce strategy to boost business sales and reduces the cost and expenses of the company. The business offers a range of products on their online sites and application in mobiles to their customers for providing them better experiences of shopping. The revenue generated by the business of Tesco in the year 2019 as per the annual reports is around 52 billion pounds in the UK. This means the revenue is increased by 7% as compared to the last year (Reid, 2018).

The business of Tesco also believes in developing the workforces by providing them a positive and healthy work environment with proper communication and structure of leadership. The business culture of Tesco helps in enhancing the skills and relationship of the worker's ion the company and in their personal life. The business of Tesco is successful as it helps in growing and developing the workforces within the company and also takes care of fulfilling the demands of the customers (Smigielska and Oczkowska, 2017). The organizational culture at Tesco helps in increasing the loyalty of the workers towards the business and also enhances their performance for the better productivity and profitability of the company in the market.

The strategy developed by the business of Tesco helps in growing and developing the business in different markets around the world. It offers a standard quality of products and services at affordable rates after researching and analyzing the market properly (Kaur, 2018). The



promotional strategy of Tesco is developed to promote the products and services offered by the business through different channels like advertisements on television, hoarding, social media platforms, etc. Technological innovations have been adopted by the business of Tesco time to time for enhancing its operations and activities for the better performance of the company in the market. The branding is done by the business by offering its brand products in the market sectors (Lukić, 2016).

The company like Tesco is facing so many issues and challenges in the market for holding its competitive position over other rival businesses. The business is adopting many strategies for the conservation and protection of the environment and is trying to make its operations and activities environmentally friendly. The business has overlooked the things of its company to enhance its efficiency and productivity in the market (Wood et al., 2016). The saving f cost has been sorted with the help of using better information technology to make sure about the highest values to the customers and the business. The strategy is developed by the business to make their offered products and services different from other rival businesses in the market. That leads to enhance the sales of the business and also motivates the workforces of the company to work harder and effectively for the better sales and productivity in the market sectors (Evans and Mason, 2018).



LEADERSHIP AND MANAGEMENT BEHAVIORS

The leadership behavior of any leader or manager at the company directs and describes the attitude of the workforce and the entire business company. Therefore, for understanding and enhancing the management and leadership behavior of Tesco company, there is a need to understand all the business practices that help in directing and management of the business (Utami, 2018). The term leadership behavior is described as practices and initiatives adopted by the leaders at the business company to impact, develop, and motivate the workforces as well as managers within the company to attain the particular goals and objectives set by the company. The term management behavior is described as the measurement and supervision of usual business activities performed as per the set policies and protocols of the business (Chowdhury, 2016).

The Leadership Trait Theory states that the one who leads and supervises the people and their activities need to have specific skills and abilities for effective management and leadership in the business company. Integrity, emotional intelligence, truthfulness, cognitive ability, and many more are among the chief traits that need to be possessed to become a successful leader (Fatricia, 2017).

The managers and leaders at Tesco's business are required to keep all the activities and processes sustainable, simple, and consistent for their growth and learning. All these things can be attained only if the people working for the business follow the same. Effective and successful leadership has a chief role to play in maintaining, therefore, the leaders at the business of Tesco need to act and believe the same to impact the individuals that are connected with its business. This belief has to be implemented by the leader at all the aspects within the business company and also needs to ensure that the workforces are needed to be educated properly to contribute to attaining the set goals and objectives of the company (Jabeen and Munir, 2018). The business of Tesco Plc has its effectual multiple layered systems of chain management for managing the production of all its goods from each unit of production across the globe. The relation with the distributors and suppliers is maintained by offering products and services of premium quality to the potential



customers. This aids in gaining an advantage of competition in the marketplace by being preferred the most by the investors and stakeholders over rival businesses in the market such as Sainsbury, Walmart, and so on (Stephenson, 2017).

The managers within the business of Tesco at different levels are responsible for making sure about the budgeting, planning, execution, growth, and measuring of the goals set by the company. These are considered as one of the important assets of the business. The managers at the business are responsible for coordinating with the other functional units of the business to ensure the functioning of all the processes in the track (Moyo and Smit, 2017). The managers are responsible to manage performance, issues, and skills of the workforces working for the business of Tesco which ensures that the staff members are going in the correct direction. The managers are the ones who monitor and plan the budget and expenses of the business. These are some of the responsibilities and tasks performed by the managers that impacts the attaining of objectives and goals directly, therefore, it is necessary that the managers at the Tesco's business follow management policies and protocols of the company (Morais et al., 2019).

There is an effective tool that is used by the business of Tesco for evaluating the decisions of management from hiring the workforces to managing the different phases of the life cycle regarding human resources named Mouton Managerial Grid. This tool aids in selecting the appropriate style of leadership for handling specific situations that result in leading the workforces to attain the desired level of performance (Smigielska and Oczkowska, 2017).

The business of Tesco follows the practices of management and leadership to coordinate with the mission set by the company. The business is believed to follow the sporty courage that aids in boosting the workforces up for attaining the objectives, goals, enhancing the performance, and delivering consistently in the right direction. Various styles of leadership need to be adopted by the leaders and managers at the business company such as democratic, autocratic, transactional, participative, transformative, and so on (Morais et al., 2019). The CEO at the business of Tesco has been adopted a simple approach for managing and leading the entire company as he believes that the passion of the individuals towards the environment and community needs to be used by the business for driving the employees to work towards attaining the sustainable objectives through developing sustainable business strategy. This whole process can be done properly and



successfully by adopting the Transformation Style of Leadership for leading the individuals working within the company (Jabeen and Munir, 2018).

The business of Tesco needs to follow the strategy for meeting the desired goals and objectives in a particular way. The workforce working within every segment obtains similar advantages to make sure that equality should be maintained in the company regarding salary, plans of retirement, insurances, holidays, training, compensation, and many more. All these advantages aid in shaping the entire base of the workforces in a certain group that takes to business towards growth and success in the marketplace (Stephenson, 2017).

The management team in the business also offers various opportunities to the workforces working in the company to balance their work-life and follow the appropriate route for the growth and development at both personal and professional levels. To attain this, the business of Tesco needs to offer various programs such as training and development and FlexiTime. In programs like FlexiTime, the workforces enabled to work and stable their lives comfortably at their home for sustainable and healthy personal and professional life. The training and development programs make sure that the talented people of the business work competitively and effectively in current and future scenarios (Moyo and Smit, 2017).

Because of the effective and successful management of the workforces and the behavior of the organization, the business of Tesco has grown successfully in the market and currently is recognized as one of the largest and leading food retailers around the globe. The effective and successful management and leadership within the business help Tesco in gaining an advantage of competition in the market and as a result, it increases the productivity and profitability of the business (Chowdhury, 2016).



CONCLUSION

It is hereby concluded for the aforementioned assignment that the business needs to be changing its strategies, practices, operations, and activities to remain competitive in the intense market sectors. The assignment has been discussed about the overview and background of the company like Tesco. Also, the leadership and management behavior has been explained thoroughly in the above assignment.



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