

Digital Skills and Research Methods

BMSW4003_London

BACKGROUND OF THE ORGANISATION

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The Sainsbury's logo is displayed at the bottom of the slide. It consists of a horizontal bar divided into three sections: a red section on the left, a thin yellow section in the middle, and a larger orange section on the right. The word "Sainsbury's" is written in white, serif font within the orange section.

Sainsbury's

Background:

- ❑ Established 1869 by John James and Mary Ann Sainsbury
- ❑ First Shop opened at 173 Drury Lane Holborn – London
- ❑ Bacon was the primary brand product



1869

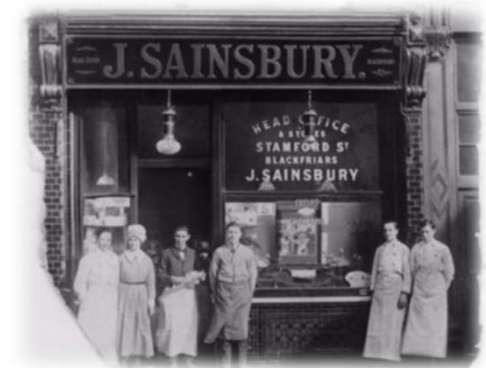


2020

Sainsbury's

Key History Points

- By 1922, Sainsbury's was the largest chain of grocers in the UK
- When John James Sainsbury died, the company had 128 stores
- The company went public in 1973
- For decades, Sainsbury's was Britain's largest and most profitable supermarket group
- In 1995, it was overtaken by Tesco



Sainsbury's

Quality Perfect, Prices Lower



World War 1.



Groceries sold at that time.



1950's and 60's real shoppers.

Sainsbury's

Sainsbury's Today

- **Now Britain's third-largest food retailer**
- **Chain of over 455 supermarkets and 301 convenience stores**
- **Employs 153,000**
- **16 million customers each week**

Reference

Staff, G. (2007) 'The Sainsbury's supermarket chain was born on the poor streets of Victorian London', *The Guardian*, 2 February. Available at: <https://www.theguardian.com/business/2007/feb/02/supermarkets2> (Accessed: 14 August 2020).