



TESCO

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Vasile Ene

- ▶ The team that has as team leader agreed by Aygyul aims to achieve that through individual study, research and teamwork can draw up a project, a study on the successful British organization TESCO.
- ▶ To complete this project, each participant had the task that was set by the team leader Aygyul, the one who, based on personal experience, established the mission of each member of the group, each being assigned a point from the project established for the study.



Background

- 1919 Jack Cohen founded Tesco ¹
- Based in Cheshunt, Hertfordshire
- Operates in 14 different countries ²
- Leading UK supermarket

Executive Directors ³

- CEO - Sir Terry Leahy (right) ⁴
- Non-Exec Chairman - David Reid
- Deputy Chairman – Rodney Chase CBE
- Commercial & Marketing Director – Richard Brasher
- Chief Exec of Retailing Services – Andrew Higginson



TESCO is the company that in the long history of 100 years was the one that can be said to have invented the sale of food and non-food products on an unimaginable scale, it is the company that has changed the way of doing business and has created countless opportunities in the retail market. British

- ▶ Tesco is currently the largest private sector employer in the UK and is the third largest global retailer. He begins to sell not only food, he also sells non-food products, clothing, electrical, creates his own brands. Creates its own network of fuel stations for vehicles. It involves regarding the health of the population, healthy eating, free fruit for children and not only, it helps the schools to create the information structure. Although it initially specialized in food and beverage, it now offers a wide range of products and offers an increasing range of services, such as telecommunications, health, internet, insurance and financial services. In the trend of the 1990's and due to the development of the information system Tesco created a very successful online supermarket.



- ▶ This important information was used by the company to create new marketing strategies by launching sales campaigns and ensuring important decisions they made in the future business of the company, promoted price reductions and promotions to a number of products.
- ▶ Tesco is the company that used the knowledge about the market and commerce and the success of this company was based on the ability to create strong brands as well as under important brands



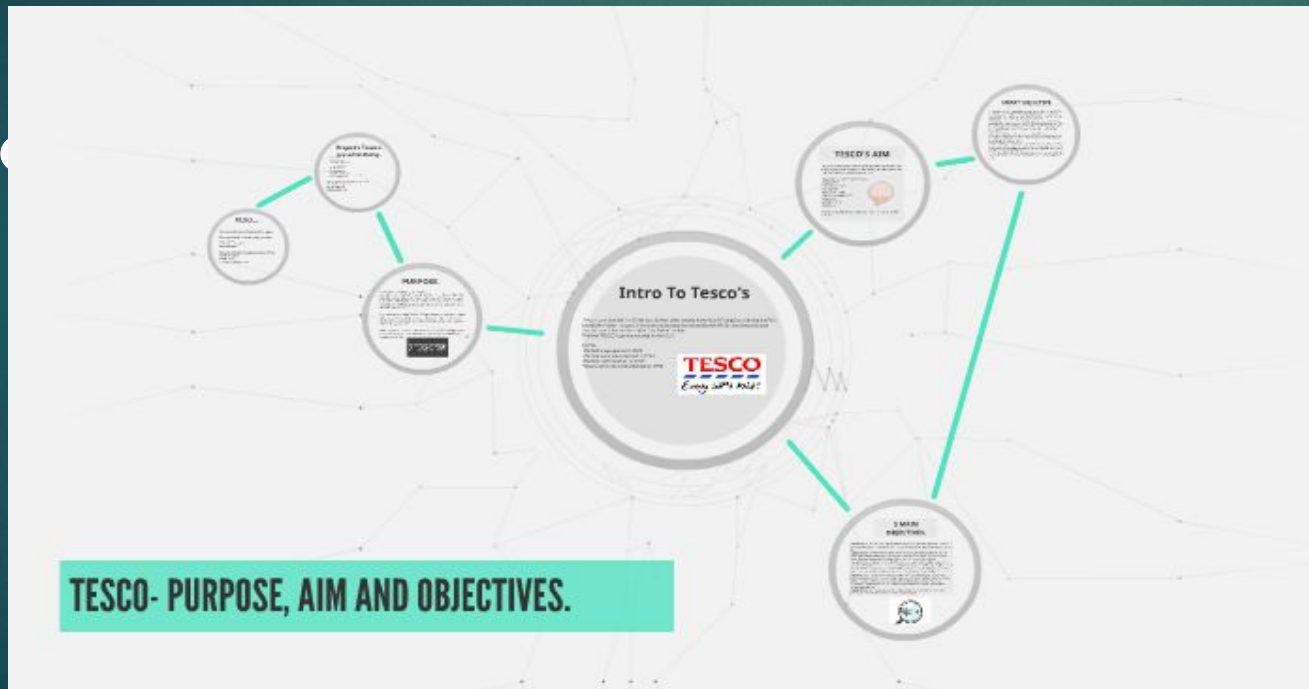
- ▶ The main factor that has led to the success of this company is the importance with which the customer is viewed, the quality of the services offered, the large number as well as the diversity of the products that are wanted for marketing and their value have led to what we now call TESCO.

Goals and Objectives

Practicality with communication goal setting. Both internal and external communications platform being managed by an organisation can give ample opportunities to an organisation to stay competitive in this contemporary business world. In this view, having an open communication model where both external and internal communication parameters will be exercised with extreme ease is the core business objective of Tesco from its foundation era. From this specific business aspect, Tesco is reasonably attached with outlining the business scopes being interlinked with their prescribed communication strategies.

Iuliana Teodora

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From this viewpoint, it is further arguable that different communication theories are suitable for practicing in complex business workplace such as Tesco retailing that deals with diverse levels of customers, suppliers, vendors and investors. In addition to this, as this organisation has expanded its business at a global level, therefore the organisational hierarchies have to deal with federal governments of different countries. Alongside, Tesco has to deal with people from different cultures and communities that required extreme potential in terms of strategic communication. Measuring the needs of individual customers and assessing the demands of stakeholders at diverse level cannot be done if organisation is instigated on adhering with a single communicational approach (Wang, Pauleen and Zhang, 2016). In this relation, estimating viability of different communication theories in different work atmosphere is a relative requirement in this context and as evident, Tesco is expressively ambidextrous in this view.

Management and Leadership Behaviours

- ▶ Management controls or directs people/resources in a group according to principles or values that have been established.
- ▶ Leadership is setting a new direction or vision for a group that they follow, ie: a leader is the spearhead for that new direction.
(<https://www.teamtechnology.co.uk/leadership/management/definitions-of-leadership-and-management/>)

❖ TESCO MANAGEMENT BEHAVIOURS

- ▶ Tesco PLC follows behavioural management theory (according this theory managers will better understand the human aspect to workers and treat employees as important assets to achieve goals)
- ▶ Tesco Human rights & ethical trading
- ▶ Managers of Tesco build environment of trust and support for their employees, through performing and developing “Everyday conversations with your manager”.
- ▶ Managers help employees reviews how they are:
 - performing technically in their role;
 - performing Tesco's Leadership behaviours and Values.

Tesco Leadership Behaviours

Innovation

Being open to new ideas

- Staying curious and switched on to new thinking.
- Looking ahead and welcoming the future.
- Taking small steps that make a big difference.

Collaboration

Working better together

- Getting out there and making connections with people.
- Working as a team and sharing in joint success.
- Partnering with others to keep things simple.

Empathy

Putting people first

- Building authentic, trusted and helpful relationships.
- Taking time to see, hear and recognise others.
- Understanding that our differences are our greatest strength in helping each other.

Resilience

Getting the best from yourself

- Looking after yourself so that you can be at your best.
- Making the choice to see the positives around you.
- Knowing how to respond when things get tough.

Responsiveness

Thinking on your feet

- Embracing the challenges of an unpredictable world.
- Being brave, taking a measured risk and learning from its outcome.
- Making decisions even if the answer isn't clear cut.

Group and Team Behaviours

NICOLA GIL





Team Role Categories

Thinking Roles



Plant



Monitor Evaluator



Specialist

Action-oriented Roles



Shaper



Implementer



Completer Finisher

People-oriented Roles



Co-ordinator



Teamworker



Resource Investigator

People Oriented:

At Tesco these people will be responsible for Public Relations (PR), spreading information between individuals, staff recruitment, organizing meetings, arranging business contacts, etc.
For example when exploring new market territories they will create and develop new contacts, represent the company and negotiate the terms and conditions.

Thinking Oriented:

People with these qualities are responsible for important decision taking, evaluating new opportunities, they provide logical thinking and generate ideas.
For example the IT department responsible for creating and maintaining the website platforms, online shopping, etc.

Action Oriented:

They work on a strategy and follow up a plan. They turn ideas into action and make sure everything is shaped and finished within the agreed deadlines.
For example a store senior member who keeps track of the smooth running of the store facing and responding to any challenging situation.





Motivation And Perception

Anatoli Tsvetanov

Company Overview



Meaning, Definition Of Perception

Perception is the process by which people select, organize, interpret and respond to information from the world around them. It is also the selection and organization of environmental stimuli to provide meaningful experiences for the perceiver.

According to Fred Luthans' " Perception is an important mediating cognitive process through which persons make interpretation of the stimulus or situation they are face with."

Meaning, Definition Of Motivation

Motivation is derived from the word 'motive' which means needs, desires, wants or derives within the individuals. It is the process of stimulating people to actions to accomplish the goals.

According to Michael J. Jucius “ motivation is the act of stimulating someone or oneself to get a desired course of action, to push the right button to get desired results.”

Role Of Motivation And Perception In Tesco





The process of encouraging employees to achieve goals and objectives of organization is known as motivation. It plays a significant role in encouraging employees of TESCO Company to work harder for accomplishing goals. TESCO Company motivates their employees by providing incentive, promotion, job satisfaction and increasing their knowledge. TESCO Company offers high wages to their employees as pay or wages are considered as primary motivator



There are various motivational theories used by TESCO Company to motivate their employees such as Taylor's Motivational Theory, Maslow and Herzberg, The Mayo Effect. Perception is defined as ability of an employee to understand the business operations. It plays a crucial role in improving the performance of employee as good perception of employees helps TESCO Company to make effective decisions for achieving goals. Perception has a strong impact on motivation to employee perceives that he is capable of completing a task, the TESCO Company can easily achieve success and employees are motivated to achieved goal.

