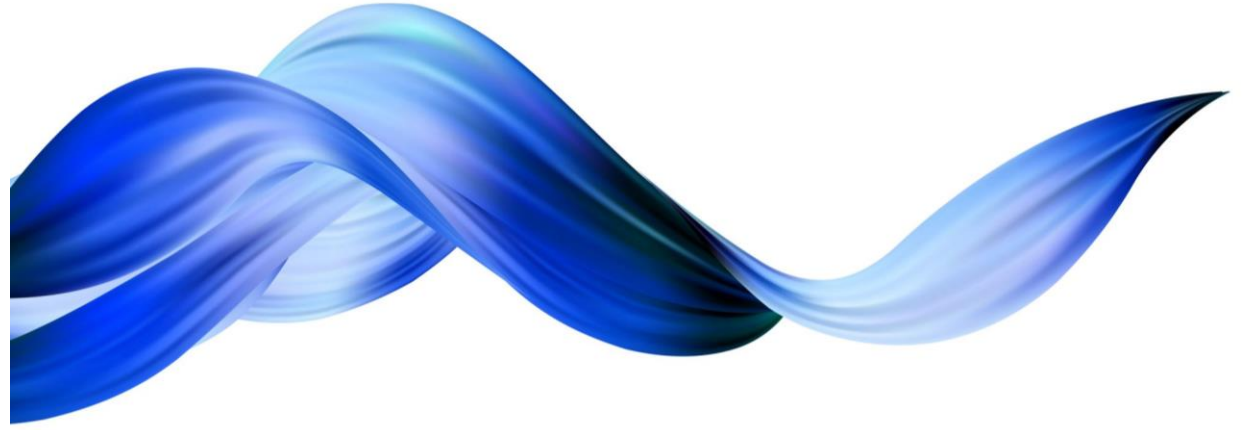




Impact Of Modern  
Technology

Tesco



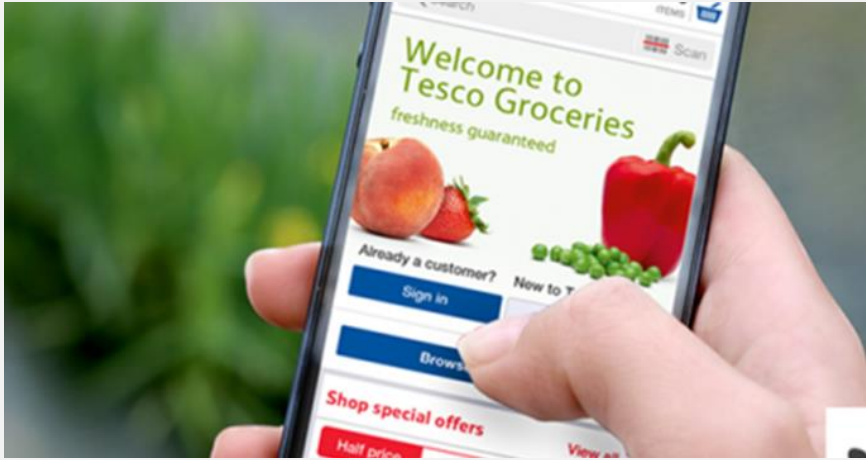
## IMPACT OF MODERN TECHNOLOGY AT TESCO

| STUDENT NAME      | STUDENT ID | TOPIC                                                                                     |
|-------------------|------------|-------------------------------------------------------------------------------------------|
| MARIGZA JIJIMENEZ | 2024466    | INTRODUCTION<br>&<br>BACKGROUND OF THE ORGINIZATION                                       |
| MBYE NJIE         | 2018400    | CHALLENGES BEFORE INTRODUCING MODERN<br>TECHNOLOGY                                        |
| PATRICK CHARLERY  | 2022839    | INSIGHTS OF MODERN TECHNOLOGY INTRODUCED                                                  |
| CLINT VISVAKULA   | 2021280    | IMPACTS OF MODERN TECHNOLOGY<br>&<br>LESSONS DRAWN FROM THE CASE STUDY<br>&<br>CONCLUSION |

**Name of the Lecturer: Koushik Modak**

**Name of the University: University Of Wales Trinity Saint David**

**Presentation Date: 23rd April 2021**



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## IMPACT OF MODERN TECHNOLOGY AT TESCO

- INTRODUCTION
- 
- BACKGROUND OF THE ORGANIZATION
- 
- CHALLENGES BEFORE INTRODUCING MODERN TECHNOLOGY
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- INSIGHTS OF MODERN TECHNOLOGY INTRODUCED
- 
- IMPACTS OF MODERN TECHNOLOGY
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- LESSONS DRAWN FROM THE CASE STUDY
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- REFERENCES
- 
- Q&A

# INTRODUCTION

A man with a beard, wearing a black long-sleeved shirt and black trousers, stands in the center of a modern grocery store aisle. He is holding a smartphone in his hands. The store has a high ceiling with many circular lights. The aisles are lined with shelves of products. On the left, there are signs for 'Dairy' and 'Breads'. On the right, there is a sign for 'Fruit & Vegetables'. The floor is polished and reflects the lights. The overall atmosphere is bright and modern.

MODERN TECHNOLOGY ONLINE SHOPPING

## BACKGROUND OF THE ORGANIZATION

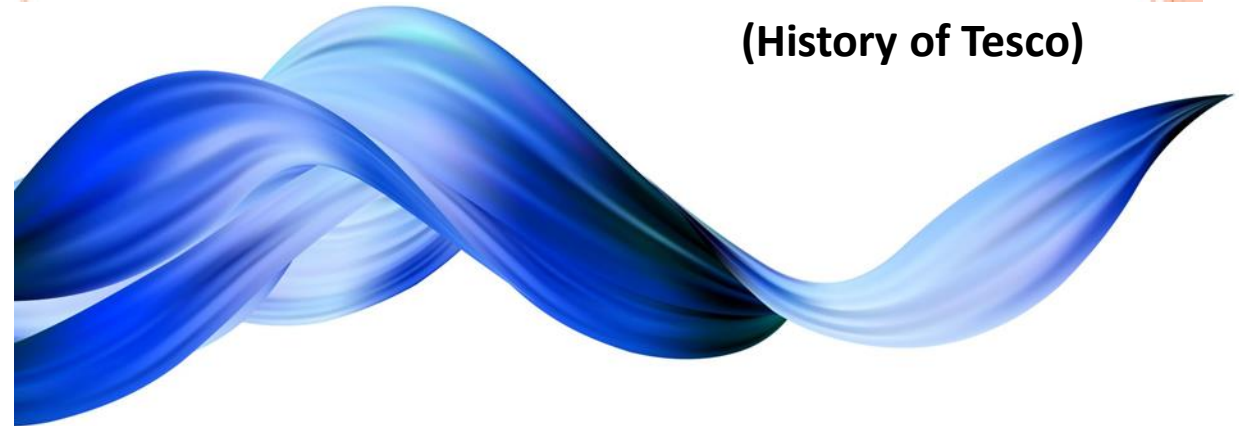


### FROM HISTORY...

- Jack Cohen founded Tesco in 1920 when he began to sell surplus groceries from a stall at Well Street Market, Hackney, in the East End of London.
- The first Tesco store was opened in 1929 in Burnt Oak, Edgware, Middlesex.
- The first self-service store opened in St Albans in 1956 (which remained operational until 2010, with a period as a Tesco Metro), and the first supermarket in Maldon in 1956.



(History of Tesco)



# Background of the organization

- Tesco became a private limited company in 1932, but in 1947, Tesco Stores (Holdings) Ltd floated on the stock.
- In the 1960s Tesco expanded in introducing home electronics items.
- In the 1968 Tesco was the first to the term Superstore.
- In the 1982 it introduce its first computerised checkouts.
- In the 1994 the first Tesco express store was opened in London.
- Tesco started its internet shopping business.



# Aims and Objectives

- To maximise sales and increase their profits.
- Decrease the price to make shopping cheaper.
- Introduce more healthy products.
- To develop more online shopping range.

# Purpose of the organization

- To provide a goods and services that are cheap and affordable to the public.
- Delivering great products at great values.
- To maintain being the number one supermarket in the UK.



2021 Prezi inc



CHALLENGES BEFORE  
INTRODUCING MODERN  
TECHNOLOGY



(Psfk.com)



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- Tesco's reputation suffered in the British public due to issues of horse meat scandal bad accounting and poor customer service experience/value.
- Tesco are trying to gain back momentum from budget competitors
- The technology Tesco have introduced to the company such as self service tills and hand held scanner so you can scan as you shop may just help them reach there goal .

- Retailgazzette, 2016



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- In the early 2000 the UK was prime for online grocery shopping and home delivery service due to high tech increase rates and areas of high population density.
- Tesco was fast to responded to this by adapting there business model by establishing an online grocery channel Tesco direct

Retailgazzette, 2016



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## INSIGHTS OF MODERN TECHNOLOGY INTRODUCED

- In the last 15 years Tesco's has digitally transformed their customer experience business model and operating model within state of the art website and technology.
- Tesco has introduced technology like self service tills and handheld scanners which would save the shopper time and less queueing.
- In 2006 online sales were rapidly Increasing and in order to meet demands Tesco argued their operating model by investing in grocery dotcom centers



## Technologies Strategic for Tesco



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## IMPACTS OF MODERN TECHNOLOGY

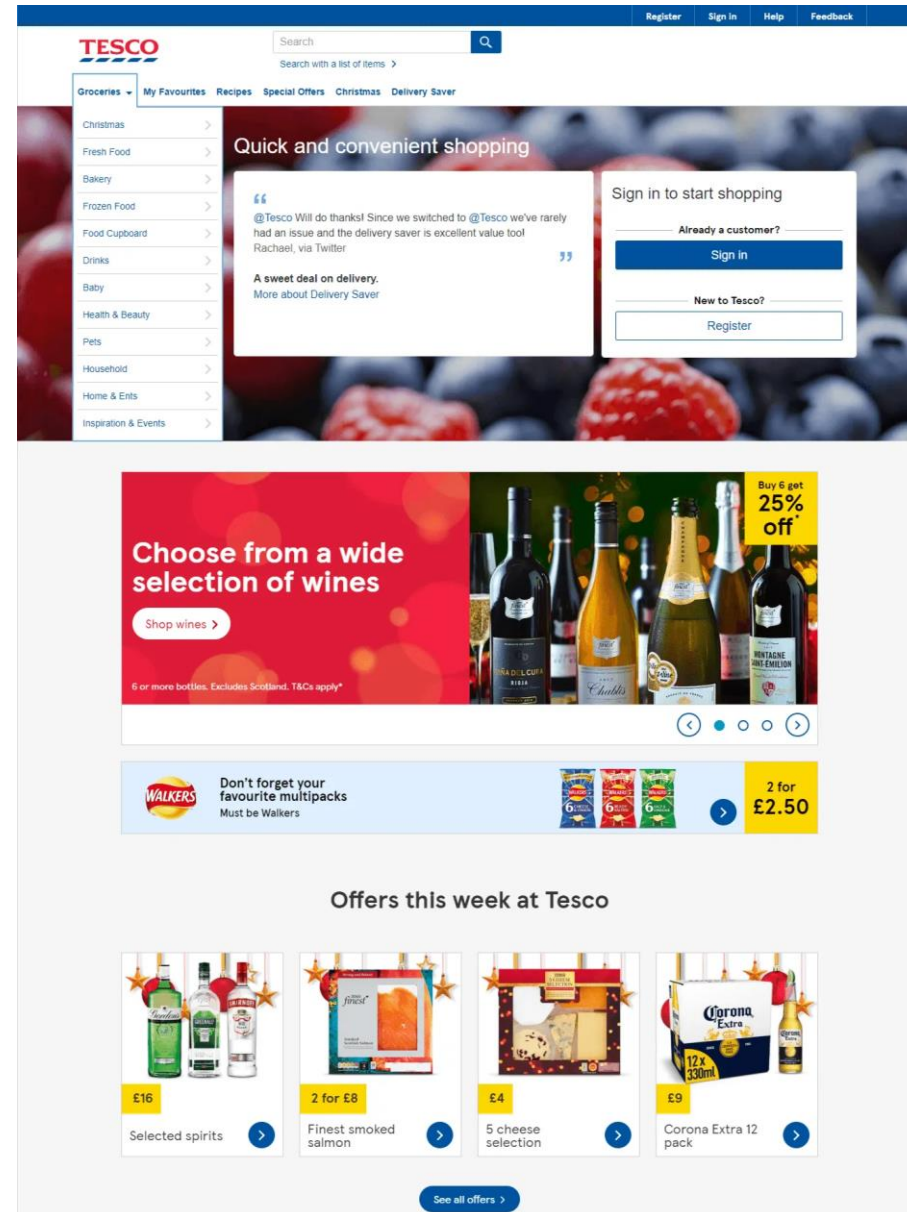
### THE ADVANTAGES OF TESCO MODERN TECHNOLOGY

- Elderly and disable customers can shop from home
- Can obtain a detail report of the product online
- Have access to a wider product range
- Reduce travel cost and unnecessary buying costs

### THE DISADVANTAGES OF TESCO MODERN TECHNOLOGY

- Risk of job cut
- Risk of personal information theft
- Internet virus risk
- Internet speed and bandwidth issues

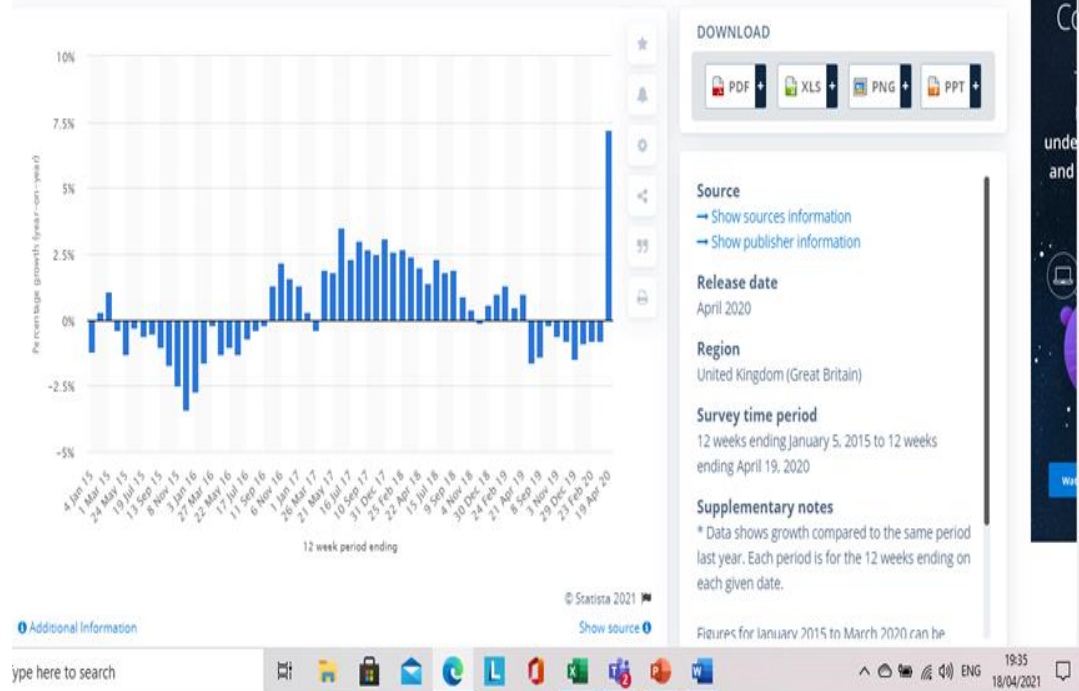
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## LESSONS DRAWN FROM THE CASE STUDY

Retail & Trade > Food & Beverage

Percentage change in sales at Tesco in Great Britain compared to a year earlier from January 2015 to April 2020\*



### Tesco sales growth year-on-year in Great Britain 2015-2020

Published by [Daniela Coppola](#), Jan 6, 2021

In 2015 and for much of 2016, Tesco saw decreasing sales before the company managed to stabilize and entered a growth phase towards April 2019. The company managed to hold onto small growth numbers for the first half of 2019. However, sales were once again in decline for multiple months in a row as of February 2020. The pandemic outbreak caused the surge in the sales value, which were up by 7.2 percent.

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## CONCLUSION

Tesco was founded in 1919 where technology was not known. However, with the time Tesco has changed to a renowned technology-based grocery shop with their online shopping business.

Tesco is now in the top five leading supermarkets in UK.



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