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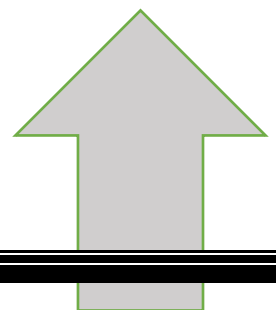
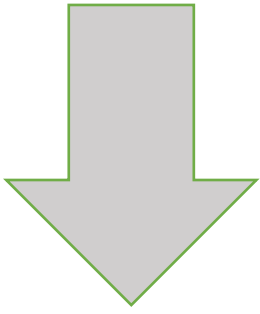


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Executive Summary:

Overview:

Tesco PLC is a global retailer that sells groceries and various other goods. Its headquarters are located in Welwyn Garden City, Hertfordshire, England. It is a global retail giant, with operations in numerous countries and a daily client base in the millions (*Tesco 2007*).

Financial Performance:

Tesco has recently demonstrated resilient financial success, which is characterized by consistent revenue growth and steady profitability. Tesco has successfully remained a market leader by making strategic investments and improving operational efficiencies, despite confronting challenges in particular markets caused by competition and economic concerns (*Palmer 2005*).



Fig 01: Financial Performance

<https://studycorgi.com/tesco-plc-s-financial-analysis-for-investors/>

Market Presence:

The UK, Europe, and Asia are just a few of the many markets in which Tesco is active. Supermarkets, hypermarkets, convenience stores, and e-commerce sites are all part of its varied portfolio. Thanks to its vast retail network and digital capabilities, the company has built a solid reputation and a devoted consumer base (*Schiavelli and Del Prete 2020*).

Strategic Initiatives:

Tesco has implemented a range of strategic initiatives to stimulate development and strengthen its competitive standing. These encompass investments in technology and e-commerce capabilities, development into untapped markets, and broadening the range of product offerings. In addition, Tesco has prioritized sustainability and corporate responsibility,

with the goal of minimizing its impact on the environment and providing assistance to local communities (Aiello and Quercia 2020).

Challenges and Opportunities:

Tesco has had a lot of success, but it still needs to deal with things like changing customer tastes, fierce competition, and new regulations. In spite of this, there are chances for development and innovation brought about by these difficulties, especially in sectors like internet shopping, convenience stores, and global expansion (Maulucci and Tesco 1994).

Conclusion:

Tesco remains a major player in the retail industry around the world. It uses its size, resources, and strategic initiatives to keep growing and making money. Focusing on customer satisfaction, new ideas, and environmental friendliness, Tesco is ready to face challenges and take advantage of new chances in the ever-changing retail world (Ding and Hong 2010).

Introduction:

Tesco PLC, more usually referred to as Tesco, is recognized as one of the most prominent and well-known merchants in the retail industry worldwide. From its humble beginnings as a market booth in London, England, in **1919, Jack Cohen established Tesco**, which has since grown into a global behemoth that has influenced the retail environment on many continents (Ma 2010).



Fig 02: Tesco

<https://www.forbes.com/sites/bernardmarr/2016/11/17/big-data-at-tesco-real-time-analytics-at-the-uk-grocery-retail-giant/?sh=7b9d52cf61cf>

Founding Principles:

Tesco's goal since the beginning has been to offer consumers premium goods at reasonable costs. Jack Cohen established the guiding principle "Pile it high, sell it cheap," which serves as the foundation for the company's commitment to value and accessibility (*Budiman and Alajmi 2020*).

Expansion and Growth:

Tesco has established itself as a leading grocery chain in the United Kingdom by maintaining a steady expansion of its presence there over the course of several decades. Strategic acquisitions made by the company, such as the purchase of the supermarket chain Williamsons in 1934 and the food retailer Hillard's in 1987, helped to strengthen the company's position in the market and allowed for additional expansion (*Ros nizam and R.A.B 2020*).

Diversification and Innovation:

Tesco embarked on a phase of rapid expansion and diversification during the 1990s and early 2000s, while CEO Terry Leahy was in charge of the company. Tesco Clubcard, which was introduced in 1995, was a game-changer for customer loyalty programs since it enabled the company to collect important data and personalize its services. In addition, Tesco expanded its operations beyond the realm of food by entering other sectors and industries, such as banking, telecommunications, and overseas markets (*Kee and Akhir 2020*).

Global Expansion:

The 1990s marked the beginning of Tesco's development into overseas markets, with the opening of stores in both Eastern Europe and Asia. At the beginning of the 21st century, Tesco had already built a considerable presence in countries such as Ireland, Hungary, Thailand, and Malaysia, thereby establishing itself as a genuinely worldwide retailer (*Shaqiri and Yusoff 2020*).

Challenges and Adaptation:

Tesco has encountered difficulties over the years despite its success, such as shifting consumer preferences, economic downturns, and heightened competition. As a result, the business has proven to be resilient and flexible, putting strategic initiatives like cost-cutting

measures, digital transformation, and a renewed emphasis on sustainability into action (*Lowe and Wrigley 2009*).

Today and Tomorrow:

Tesco is dedicated to upholding its fundamental principles of delivering value, convenience, and quality to customers worldwide as it deals with the challenges of the contemporary retail environment. Tesco has established a solid base by focusing on innovation, diversity, and prioritising consumer needs. As a result, Tesco is well-positioned to succeed in a constantly changing market and will play a significant role in influencing the future of retail for future generations (*Woods 2007*).

Table:

Year	Event
1919	Tesco founded by Jack Cohen in London, UK
1929	First Tesco store opened in Burnt Oak, London
1934	Acquisition of the grocery chain Williamsons
1947	Tesco Stores (Holdings) Ltd. registered
1956	First self-service supermarket opened
1961	Tesco purchases 212 Irwin's stores
1974	Tesco becomes a public limited company (PLC)
1995	Introduction of Tesco Clubcard loyalty program
1997	Tesco enters the Irish market
1998	Expansion into Central Europe (Hungary, Poland)
2001	Tesco launches Tesco.com, its online grocery service
2003	Entry into Asia (Thailand, South Korea)
2007	Tesco enters the United States with Fresh & Easy stores
2013	CEO Terry Leahy steps down, succeeded by Philip Clarke
2014	Tesco reports £6.4 billion loss, largest in its history
2015	Dave Lewis appointed CEO, launches turnaround plan
2017	Tesco acquires Booker Group, a food wholesale company
2020	Tesco announces plans to cut 4,500 jobs
2021	Ken Murphy succeeds Dave Lewis as CEO

The following table offers a concise overview of Tesco's history, beginning with its establishment in 1919 and continuing up to the present day. It highlights significant milestones in the company's expansion, acquisitions, and leadership transitions (*Smith and Sparks 2009*).

Discussion Concepts of Tesco:

Some discussion concepts related to Tesco:

Retail Strategy and Business Model:

Tesco's retail strategy and business model should be investigated. Discuss Tesco's pricing strategy, product range, and customer experience, as well as how the company differentiates itself in the retail industry given the intense competition that exists (*Adjudicator 2016*).

International Expansion:

Examine Tesco's approach to expanding internationally. Analyse the possibilities and threats that Tesco encounters when it expands into new areas, takes into account local tastes, and competes with more established businesses (*Gan and Yan 2023*).

Digital Transformation:

Conduct research into Tesco's journey towards digital transformation. Explore the ways in which Tesco makes use of technology to improve the overall customer experience, streamline processes, and grow its presence on the internet (*Smith and Sparks 2004*).



Fig 03: Digital Transformation

<https://prezi.com/vpk6kon2qz6c/tesco-digital-transformation/>

Sustainability Initiatives:

Analyse Tesco's sustainability initiatives and corporate social responsibility endeavours. Examine Tesco's dedication to environmental sustainability, ethical sourcing, and community engagement (*Hassan and Parves 2013*).

Customer Loyalty and Data Analytics:

Explore Tesco's Clubcard customer loyalty scheme and find out how it uses data analytics. Talk about how Tesco collects and analyses data about its customers to target sales more effectively, keep customers coming back, and improve the general performance of the business (*Body 2019*).

Competitive Landscape:

Evaluate Tesco's position within the retail landscape of the world. It is important to discuss Tesco's primary competitors, as well as the company's strengths and weaknesses in comparison to those of its rivals, as well as plans for preserving or strengthening its competitive advantage (*Tesco and Lumio 2022*).

Leadership and Management:

It is important to evaluate Tesco's management and leadership techniques. The strategic direction, culture, and performance of Tesco should be discussed in relation to the influence of leadership changes, such as the transition of the CEO, for example (*Catalo 2022*).

Supply Chain Management:

Analyse Tesco's strategies and methods for managing its supply chain. Examine Tesco's supply chain management strategies for maintaining product availability, reducing expenses, and adapting to shifting market conditions (*Chappell and Garnett 2016*).

Financial Performance:

Examine the current and future financial performance of Tesco. Discuss the most important financial parameters, such as revenue, profitability, and market valuation, as well as the factors that influence Tesco's financial performance in the short term and the long run (*Jonah 2018*).

Future Trends and Challenges:

Tesco and the retail industry as a whole should take into consideration the upcoming trends and difficulties. Discuss the possible disruptors, such as the expansion of e-commerce, the changing behaviours of consumers, and the developments in regulatory policies, as well as the ramifications for Tesco's business strategy and processes (*Ocran 2023*).

Meaning of the concept of Tesco:

Tesco has a multidimensional approach to retailing that is strongly based on the underlying beliefs, strategies, and operational principles of the corporation. The concept of Tesco embraces it all. Tesco's primary objective is to achieve retail excellence, with the end goal of delivering exceptional items, competitive prices, and exceptional service to its consumers. The

principle of customer-centricity, which places the requirements and preferences of customers at the forefront of every decision and activity, serves as the foundation for this dedication to excellence inside the organisation. The idea behind Tesco is to provide consumers with the best possible value for their money. This is accomplished by combining quality, affordability, and convenience across a wide variety of products and services. Tesco's philosophy revolves around the idea of delivering customers the best potential value available. In addition, Tesco recognises the need for innovation and adaptability as fundamental pillars of its business model. The company is consistently looking for innovative ways to improve and enhance the customer experience, streamline operations, and stay ahead of emerging market trends and consumer preferences. Online shopping, supply chain management, and data analytics are some examples of domains that can benefit from the utilisation of technology to facilitate innovation. In addition to this, Tesco has a strong commitment to corporate social responsibility, which includes the incorporation of environmentally responsible policies, community participation, and sustainable business practices into its overall philosophy (Haddock-Millar and Rigby 2015).

This includes activities such as eco-friendly procurement, trash minimization, and providing assistance to the communities in the surrounding area. In general, the Tesco idea covers a comprehensive and customer-oriented approach to retailing. A commitment to excellence, value, innovation, and social responsibility is the driving force behind this strategy (Tian 2015).

Key theories and Frameworks of Tesco:

Tesco, similar to other multinational enterprises, utilises diverse theories and frameworks to steer its strategic decisions and operational actions. Several significant ideas and frameworks that are applicable to Tesco include the following:

Porter's Five Forces:

The framework in question, which Michael Porter created, makes it easier to assess the level of industry competition and market attractiveness. Tesco employs Porter's Five Forces framework to evaluate the competitive environment within the retail sector. This framework takes into account various elements, including the bargaining power of suppliers and consumers, the risk posed by new entrants, the availability of substitute products, and the level of rivalry among established competitors. This analysis serves as a guide for Tesco's strategic choices with regard to market positioning, pricing tactics, and market entry (Mollah 2014).

SWOT Analysis:

A SWOT analysis is an instrument used in strategic planning to discern the internal strengths and weaknesses of an organisation, as well as the external opportunities and threats that it may encounter. In order to evaluate its competitive standing, pinpoint potential areas for enhancement, and exploit market opportunities, Tesco performs SWOT analyses. This analysis facilitates the formulation of strategies by Tesco to capitalise on opportunities, exploit threats, mitigate vulnerabilities, and leverage strengths (*Sleight 2001*).



Fig 04: SWOT Analysis

<https://learnmarketing.net/SWOTTesco.html>

Marketing Mix (4Ps):

The marketing mix framework, which comprises promotion, price, place, and product, assists businesses such as Tesco in the development of all-encompassing marketing strategies. In order to distinguish itself from competitors and cater to the demands of its target market, Tesco formulates precise plans for its promotional endeavours, product assortment, pricing strategies, and distribution networks. Tesco endeavours to foster brand loyalty, increased sales, and consumer attraction through the strategic optimisation of the marketing mix components (*Palmer 2004*).

Resource-Based View (RBV):

The theory known as the resource-based view proposes that the competitive advantage of a company is derived from the distinctive collection of resources and capabilities that it possesses. With the use of the RBV framework, Tesco is able to recognise and capitalise on its internal resources and competencies, such as its brand recognition, supply chain infrastructure, data analytics capabilities, and customer loyalty programmes, in order to achieve a sustained competitive advantage in the market. The goal of Tesco is to achieve long-term success and profitability by concentrating on enhancing and capitalising on its key skills (*Tesco 2007*).

Balanced Scorecard:

The Balanced Scorecard is a strategic management framework that integrates the vision and strategy of an organisation into a set of performance indicators that are based on four different perspectives: financial, customer, internal business processes, and learning and growth. In order to monitor and measure its performance across five key areas, Tesco makes use of the Balanced Scorecard framework. This helps the company align its operational activities with its strategic objectives and drives continual development and innovation (*Palmer 2005*).

Tesco is able to traverse the complexity of the retail industry, make informed decisions, and maintain its competitive advantage in the market because of the useful analytical tools and strategic direction that are provided by these theories and frameworks (*Aiello and Quercia 2020*).

Importance of the Concept OF TESCO:

Tesco's concept is crucial in determining the company's direction, influence, and importance in the retail sector and beyond. Tesco's business model is centred on providing customers with outstanding value, convenience, and innovation while adhering to corporate social responsibility and environmental standards. This broad framework serves as a guide for Tesco's operations, strategies, and stakeholder relationships. The Tesco approach emphasises the significance of client pleasure above all else. Tesco's emphasis on comprehending and fulfilling the varied requirements and inclinations of its clientele builds brand loyalty, encourages recurring business, and strengthens its status as a reliable retailer. Tesco's customer-centric strategy, which also contributes to revenue growth, strengthens its competitive position in the market. This enables Tesco to keep ahead of competitors and adjust to shifting consumer trends (*Maulucci and Tesco 1994*).

Tesco's idea is also a big part of achieving operating excellence and efficiency. Tesco keeps improving its abilities to provide smooth shopping experiences, improve operations, and make

the most money possible by making smart investments in technology, supply chain optimisation, and training for employees. By focusing on operational success, Tesco is able to keep its finances in good shape, grow steadily, and make money for its shareholders. In addition, the Tesco idea includes a dedication to doing business in an honest and socially responsible way. Tesco shows that it cares about society and the environment by incorporating sustainability programmes, community involvement programmes, and responsible sourcing policies into its daily operations. This dedication not only improves Tesco's brand image but also builds trust among customers, workers, investors, and other important parties (*Ma and Ding 2010*).

The Tesco concept, in its most fundamental sense, functions as the basis upon which the company's success and significance in the retail business are constructed. Tesco maintains its position as a worldwide retail leader by putting an emphasis on customer happiness, operational excellence, and corporate responsibility. This allows the company to continue to be at the forefront of innovation, growth, and positive societal impact, which drives its continued progress (*Ros nizam and Kee 2020*).

How the concept OF TESCO can affect performance of a university student

The Tesco idea can have a significant impact on students' academic performance because of the lessons it imparts about customer satisfaction, operational excellence, innovation, and corporate responsibility. These ideas can be applied to different parts of a student's academic experience. For example, just like Tesco prioritises satisfying consumer demands, students can prioritise understanding their own learning preferences and academic goals by adopting a customer-centric strategy. They have the power to customise their study strategies, find the right resources, and actively participate in class to get the most out of their education. Students can learn efficient study habits, time management techniques, and organisational tactics from Tesco's focus on operational excellence. To maximise productivity and successfully meet academic deadlines, students should establish disciplined study routines, set realistic goals, and stay focused. Students are also encouraged to think outside the box and experiment with different ways of learning as part of Tesco's innovation culture. Improving academic performance and adapting to changing educational requirements are both within their reach when they make use of technology, try out different study methods, and seize opportunities for experiential learning. Also, by modelling social responsibility and community involvement, Tesco hopes to inspire students to follow in the footsteps of their company. Students can make a good impact on society while developing leadership abilities, empathy, and a sense of civic responsibility through volunteering, community service, or environmental programmes (*Lowe and Wrigley 2009*).

Overall, university students can utilise these ideas to improve their performance, productivity, and personal growth throughout their educational journey by drawing parallels between Tesco's concepts and their academic pursuits. Finding connections between Tesco's ideas and their academic pursuits can help with this (*Woods 2007*).

Recommendations:

Tesco needs to concentrate on a few important areas if it wants to continue leading the retail sector and satisfy the changing demands of its clients. First and foremost, Tesco needs to put more effort into improving the whole consumer experience—both online and in-store—by optimising workflows, upgrading the usability of its website, and providing tailored recommendations. Second, Tesco ought to keep funding environmental projects, including cutting carbon emissions, reducing food waste, and encouraging sustainable sourcing methods. To take advantage of the expanding trend of online shopping, Tesco should also enhance its e-commerce platform and increase its online presence. Important suggestions for Tesco also include expanding employee development initiatives and community engagement initiatives, as well as diversifying product offerings to include more options related to health and wellbeing. In order to effectively adjust to evolving market trends and consumer preferences, Tesco ought to prioritise innovation and agility. Tesco can maintain its competitive edge and prosper in the ever-changing retail industry by heeding these suggestions (*Smith and Sparks 2009*).

Conclusion:

In summary, Tesco's longevity and prominence in the global retail sector can be traced back to its steadfast adherence to the core values of offering its clients value, convenience, quality, and innovation while respecting sustainability and corporate responsibility. Tesco has proven to be resilient in the face of adversity and has cemented its position as the market leader through strategic efforts like diversification of product offers, e-commerce capability investment, and global expansion.

Tesco's concept comprises several key components: a customer-centric approach that places emphasis on comprehending and meeting customer needs; operational excellence that guarantees seamless and efficient operations; innovation that propels ongoing enhancement and flexibility in response to evolving market trends; and corporate responsibility that stresses moral business conduct and community involvement. These tenets serve as a blueprint for university students' academic achievement in addition to directing Tesco's business strategy.

For students, adopting the Tesco idea means putting customer satisfaction first by knowing how they learn best and what their academic goals are; striving for operational excellence by having good study habits and managing their time well; being open to new ideas by trying out different technologies and ways of learning; and being socially responsible by getting involved in the community and doing projects that help others.

To stay competitive and successful in today's fast-paced retail market, Tesco should continue to focus on improving the customer experience, investing in sustainability projects, growing its online footprint, offering a wider range of products, and encouraging innovation and flexibility. Tesco will continue to be a leader and have an impact in the retail industry for years to come as long as it stays true to its core values and changes with the times.

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