

Business environment analysis Tesco in China

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Module title: Global Business Environment

Module code: LCBB4005

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Date of submission: 07.05.20023



Country Background



MOST POPULATION IN CHINA



THE COMMUNIST PARTY



CHINA IS NOW A MAJOR OVERSEAS
INVESTOR

PESTLE Analysis

Political Factors: China is a one-party state

Economic Factors: China has the second-largest economy

Sociocultural Factors: China has a large and diverse population

Technological Factors: China has significantly invested in technology, particularly artificial intelligence, robotics, and renewable energy

Legal Factors: China's legal system is heavily influenced by its Communist Party leaders

Environmental Factors: China's rapid economic growth has come at a significant cost to the environment

Porter's Factors

Threat of New Entrants

Bargaining Power of Suppliers

Bargaining Power of Buyers

Threat of Substitutes

Competitive Rivalry

SWOT Analysis of TESCO

Strengths : Strong brand recognition, Diversified product portfolio, Global presence, Efficient supply chain, Customer loyalty programs.

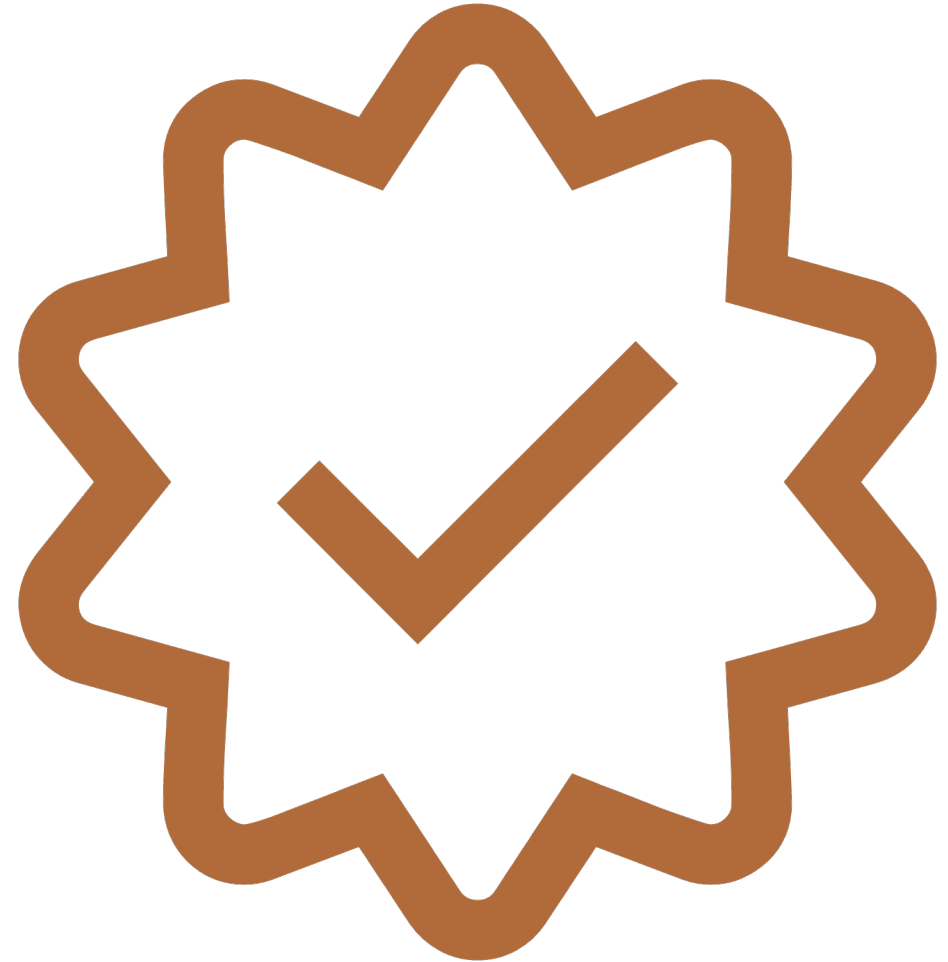
Weaknesses: Dependence on the UK market, Limited presence in some markets, Low margins, Negative publicity, Reliance on suppliers

Opportunities: Expansion in emerging markets, E-commerce , Sustainability , Health and wellness , Technology ,

Threats: Intense competition, Economic and political instability , Changes in consumer behaviour, Regulatory changes , Supplier issues

Market Strategy

- Segment the market
- Focus on value
- Invest in digital channels
- Enhance the in-store experience
- Differentiate through private labels
- Promote sustainability
- Monitor competitors



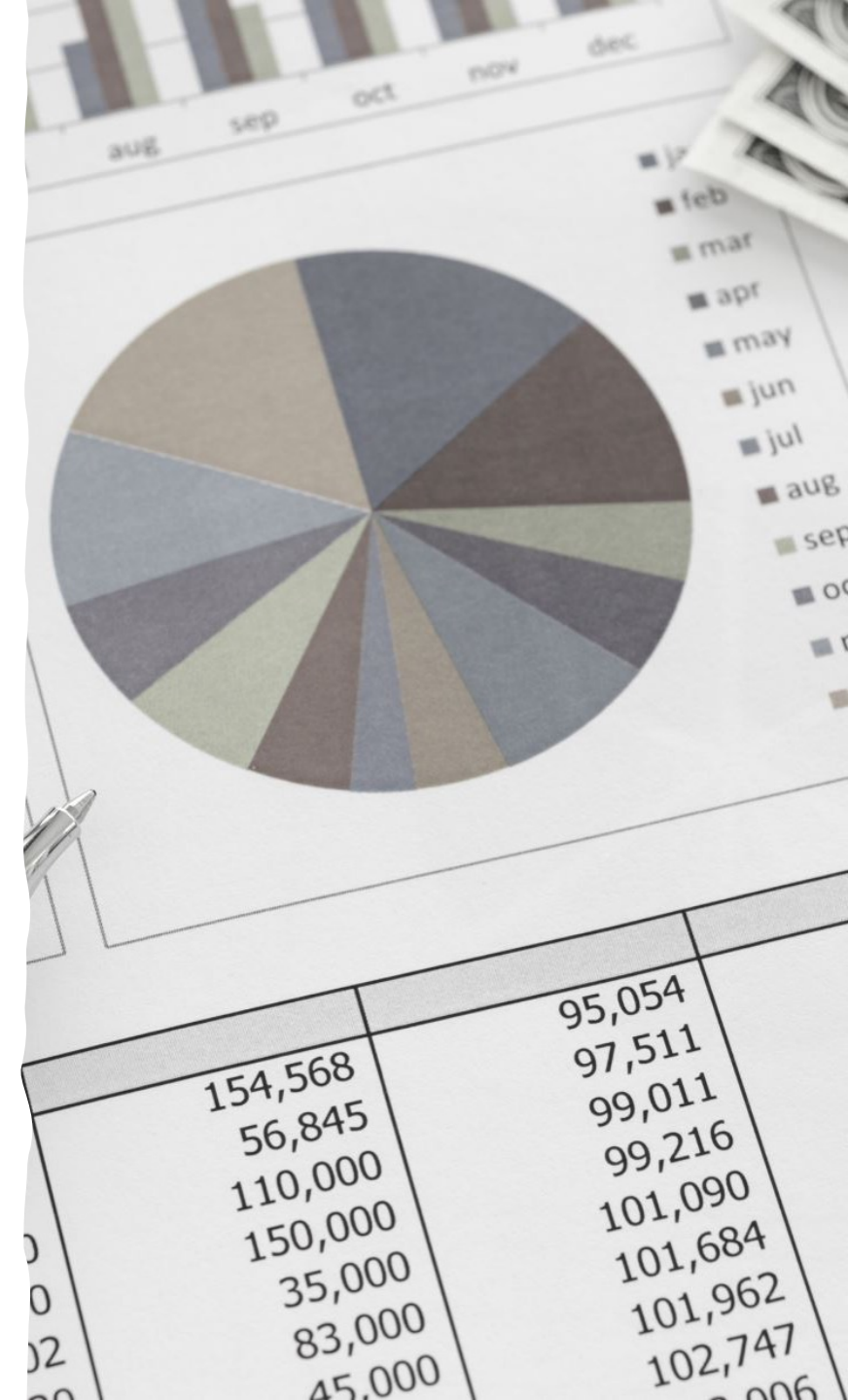
Tesco annual Report

An annual report for Tesco would include information about its financial results, such as revenue, profit, and earnings per share, as well as any significant events or milestones achieved during the year.



Tesco Suitability report

The report should outline the investment advisor's reasoning for recommending a particular investment product or strategy and consider the client's investment goals, risk tolerance, and financial situation.



Conclusion

A successful market strategy for Tesco should focus on segmenting the market, emphasizing value, investing in digital channels, enhancing the in-store experience, differentiating through private labels, promoting sustainability, and monitoring competitors.

