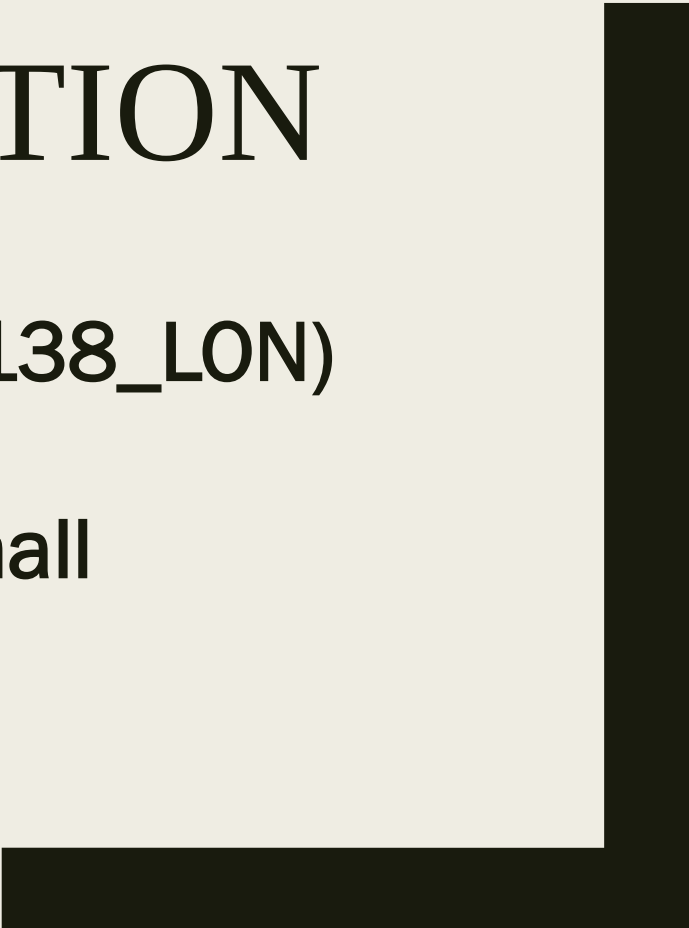


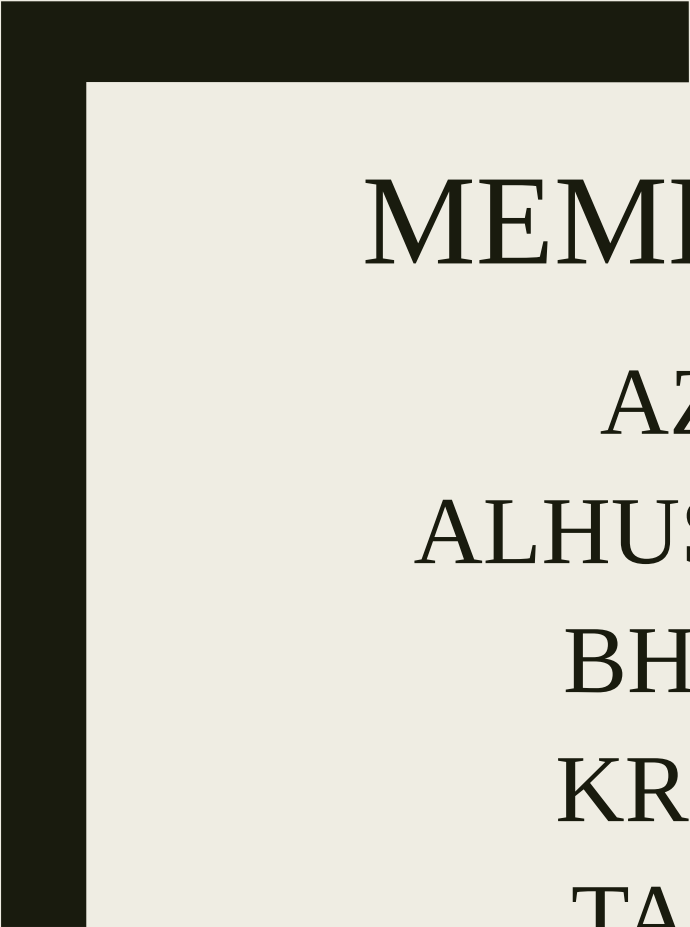


GROUP PRESENTATION

Marketing Management (SBMA7138_LON)

Module Tutor : Richard Small





MEMBERS OF THE GROUP

AZA ZAHEER (1710460)

ALHUSINE BANGURA (1710676)

BHAVIN PATEL (1705987)

KRUNAL PATEL (1706259)

TANZEELA ASIF (1708843)



THE COMPANY WE
ARE PRESENTING
IS:



We have to demonstrate, critically evaluate certain factors and explain it with the help of an organization

1)Task undertaken by my peers are:-

2)Alu will be talking about Macro Pestle analysis, Bhavin will be saying something on Micro analysis and porter's 5 forces model

3) Krunal on the other hand will be mentioning SWOT analysis and marketing mix whereas Tanzeela will be stating the touchpoints and recommendations.

4)My role is to tell about the company status etc.

Different five points to present.

- Introduction of Tesco
- Present position of Tesco financially
- Mission statement of Tesco
- Vision statement of Tesco
- Precisely to discuss Market Segmentation, Targeting ,Positioning.

Introduction to TESCO

- An international grocery and common retail company with headquarters in England, United Kingdom.
- Number of locations are 6,553 stores with a returns of 55,917 million. Total number of workforces are 476,000 (theguardian, 2018)
- Tesco has in recent times lengthened and is functioning worldwide. Tesco accounts £1.28 bn annual profit (Tescokeyfacts, 2018)

Mission and Vision

Mission

- *'We make what matters better, together.'*

Vision

- desired and required around the world
- a increasing industry, bursting of chances
- contemporary, advanced and packed of thinking innovative ideas.
- leaders in the vicinity whilst a spread over of the expertise internationally
- stimulating, netting trust and dependability from consumers, social group and publics(Tesco, 2018).

Segmenting, Targeting, Positioning.

- They do offer club cards to their loyal customers and through that they get all of the geographic, demographic, psychographic, behavioural information that helps them in segmenting (Steiner, 2012)
- To classify the target market, before launching a product TESCO test the product by initiating some degree of range of product and then permit the product managers to do the notification of the solidest trait of the product. After introducing the product into the market club cards help TESCO to trail customer's interest, age, buying power in the definite whereabouts.
- Most of the time TESCO position it's product to be of a little amount and be of worthy excellence quality vies and do make an image with the aid of campaign



What is PESTLE? Macro Factor

- An analytical tool that helps businesses plan and achieve their strategic objectives in a more informed and realistic manner.

- P = POLITICAL : BREXIT is a case in point, and the CEO of Tesco has stated that BREXIT will not affect the choice or quality of product and services but prices are being squeezed due to the lowering of the value of the pound. Also, having a good relationship with government will work to the advantage of the company and this, Tesco has enjoyed during the past labour government.
- E = ECONOMICAL : A rise in inflation rate would affect the prices of products and services. Due to a decline in disposable income levels and household incomes, Tesco has shifted most of its focus towards advertising its value brands rather than the more luxurious items.
- S = SOCIAL : Tesco now offers halal meat to meet the religious needs of its Muslim customers. Also now selling more organic products to customers who are becoming more health- conscious.

- T = TECHNOLOGICAL : Tesco has managed to deal with technological advancement by laying off thousand of its workforce to accommodate the development of the digital economy.
- L = LEGAL : Tesco is doing its best to stick to the rules of the game by ensuring that their products and services meet European standards. As a response to the UK government's sugar tax, Tesco has ensured that all its own Brand soft drinks are below the UK government's soft drinks sugar tax without compromise on taste, size and price.
- E = ENVIRONMENTAL : Tesco is committed to reducing its carbon foot print by 50 percent by 2020 and has further invested £3.1m on 49 stores in Thailand in order to provide energy savings of almost £2m.

MICRO FACTOR

Customers:

Tesco has all varieties of customer depend on the ages, and social classes , it is very important to gain the loyalty of the customer, for which our organisation offering a wide range of services to maintain a long term relationship with the customers for example : the club cards, Tesco has over 35 million club card holders worldwide, moreover Tesco's providing home delivery and online shopping by which the number of customers increased year after year and based on the customer the profitability increased as well.

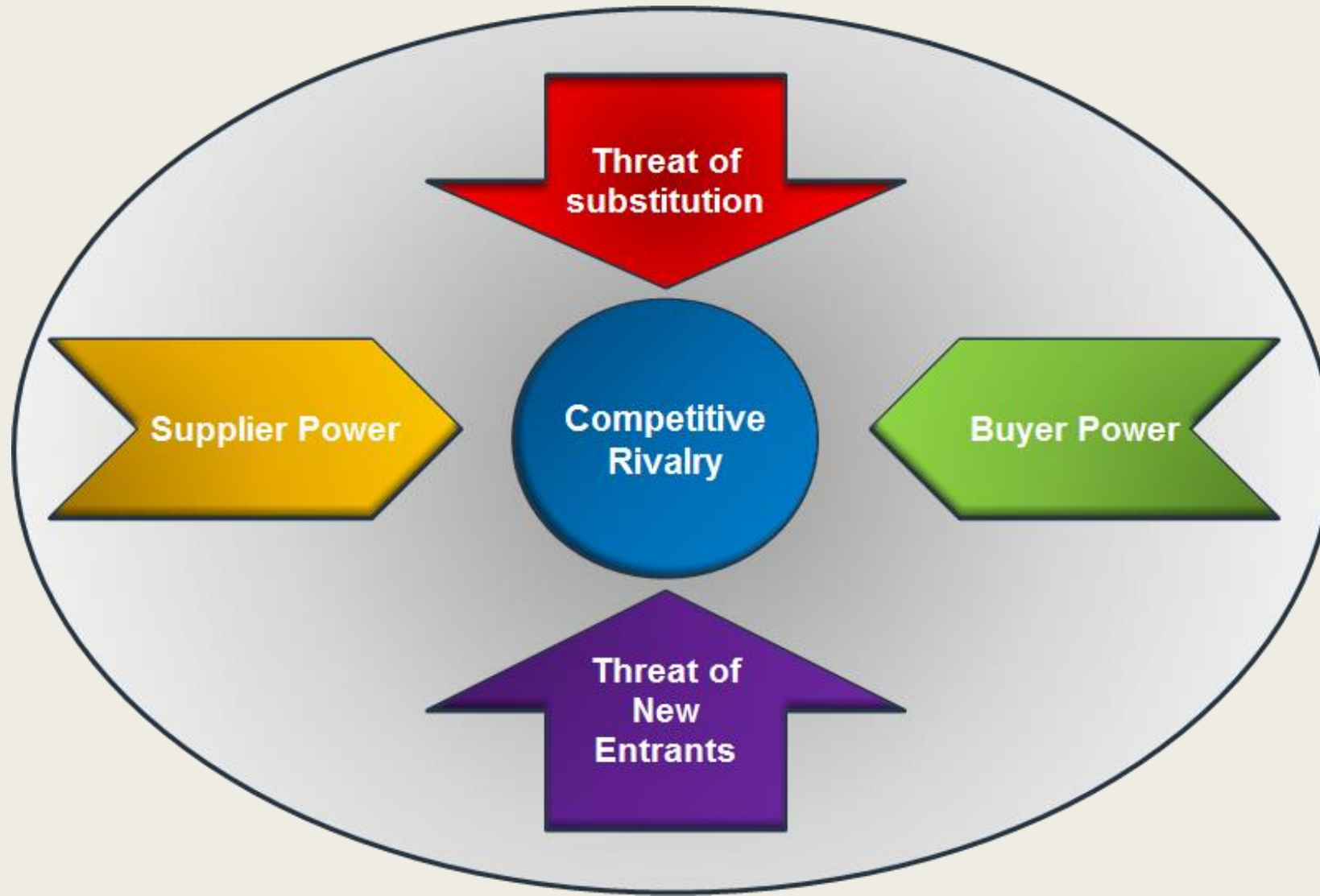
Suppliers:

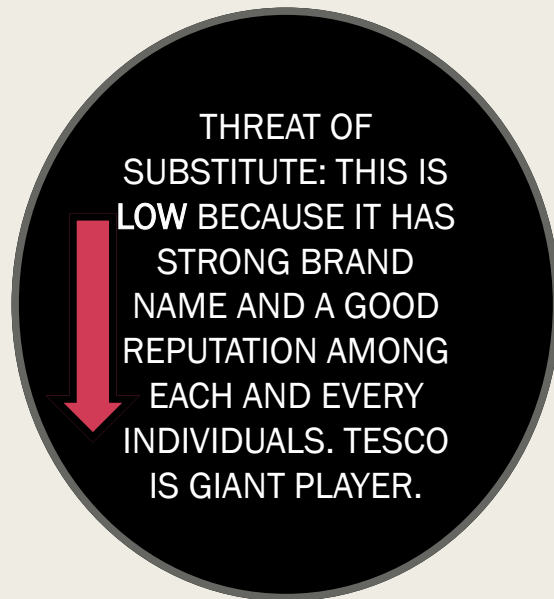
- Tesco has both the local and international suppliers in many countries across the world. Apart from that Tesco's focus on their reputation in the market, and they are trying to purchase most of their products at cheap prices. Tesco undoubtedly has power to switch from one brand to the other for which the suppliers are always maintaining a long term relationship with Tesco.
- For Example: Farming
- F& F Fashion clothing

Distributors

- Tesco is a retailer who sells directly to the public, they are buying in a bulk directly from the manufacturer and dealing to the customer.
- **Competitors:**
- The main competitors of Tesco are Asda, Sainsbury's, Morrison, and basically these are the supermarkets who provide similar products and services to the public. But we kept that on mind that "Your Weakness is your competitor's opportunity" so by taking the advantages of this we are working accordingly.
- Tesco Plc (2017)

Porter's 5 forces





Dudovskiy, J. (2016).

Tesco SWOT Analysis

- Introduction
- This SWOT analysis assesses the TESCO Group, a global retailing powerhouse and portfolio of retail brands that offer food and non-food items in countries all over the world in different formats, including a large online retail store.
- In this analysis it includes the company strength, weakness, opportunities and threats.
- Here I would like to talk about...

Strengths

- Tesco is a recognised brand name.
- It is one of the big 4 retail chains in UK.
- One of the oldest brand names with numerous awards in Customer service, excellence and a one stop shop.
- Tesco is one of the best in utilising technology to manage seamless operations, cost efficient products and excellent customer service.

Weaknesses

- Immense market competition.
- Lower spending power can also impact the sales of Tesco. Unsold inventory can lead to the management of a large inventory for Tesco.
- Tesco is majorly a UK brand and is only famous in UK. They should have also invested in other countries.

(Tesco, 2012)

Opportunities

- Opportunities to expand in other countries.
- Tesco also has a big market share to capture online.
- Their own private products will help to capture more market share.

Threats

- As the cost of food products and its raw materials is ever increasing, it impacts the spending power of the consumer.
- Immense changes in the operating structure due to government policies results in additional cost, thus decreasing the profit.
- Major stakeholder pressure due to environmental and social responsibility impacts Tesco's cost sheet.

(Tesco, 2014)

Tesco's customer journey

- Tesco has been working hard to maximize customer satisfaction by knowing that; how their customer improve value directly and indirectly by interacting with their business, reoccur business and prolonged existence of relationship. To improve customer experience through sale channels they focus to improvise their ecommerce services (RIGBY, Chloe, 2016)
- Evidence-based retail innovation

Tesco's F&F department raised its customer's awareness and its customers' awareness of occasions to buy for fashion clothing across various networks. Staff and customer interview throughout the UK, provided insight of current Tesco F&F customer journey involvement and support to measure buyer's and staff technology agreement and smart changing room concept enthusiasm. To lead with its smart changing room understanding as part of a linked digital strategy Tesco has opportunity to grow faster in terms of technology and customer satisfaction.(PROSPECT, 2017).

- here I will be demonstrating the customer journey and the phases customer's come across the touchpoints

■ before

- initially the customer connect with Tesco when they encounter with the brand through advertisements on sign boards, tv, , newspapers, website, radio, mobile, and social media or through digital media. here the customer start the journey with awareness about a product or services of Tesco then customer research about it on search engines and consider it's reviews on different forums then they decide to come into stores or order the product online

■ Middle

- in the middle of the journey that can be in store or online customers interact with Tesco's sale points where they experience the essential phase to connect with Tesco. during the shopping trip customers come across various promotion, sale services, sign boarding. from parking lot to the product's shelf.

- **After** the trip they are being part of Tesco's family when through loyalty card where they gain point on each shopping trip and have many other benefits even after getting out of the stores (Monkey, 2018)

- the digital marketing these days put the customer in never ending loop. people are much aware and conscious of what they buy and Tesco go into people's head by doing research surveys or by loyalty card and know their needs and wants by putting itself into their shoes and map customer's journey to maximize customer's satisfaction examples

Teco's Customer Journey- across customer's touch points



- Before purchase - advertisements, social media
- During purchase - promotions, catalog, phone system, point of sale, staff or sales team
- After purchase - service and support teams, club cards, email, marketing emails, follow-ups and online help centers

[illegible]

Tesco's contribution to gain customer's satisfaction in Swansea(Sherlock, 2018)







Recommendation

- Improves the homepage and loose the drop down menus. Layout must be user friendly
- Must have better product images for online shoppers
- Must offer free shipping. It will be helpful for both supplier and buyer
- Must provide e-mail address to give feedback to a specific e-mail id as phone call feedback or help take a lot of time of both customer and telephone operator

Conclusion

- Tesco is a giant player in UK's competitive market satisfies all of the suppliers, customers and stakeholders. Emerged as one of the strongest brand name in retail market and still dealing with all the internal and external factors. Satisfies their customers and loyal to the brand. Treating their staff, suppliers, communities and customers fairly and respectfully, it has made a positive image in 35 million population worldwide.

References

- Tesco Plc.com
- Tescokeynotes.com
- TheGuardian.com
- Tesco plc.com
- Pestanalysis.com
- Monkey, S. (2018). *How to Identify Your Customer Touchpoints*. Retrieved from www.surveymonkey.com: <https://www.surveymonkey.com/mp/identify-customer-touchpoints/>
- Sherlock. (2018). *Redefining the customer journey for Tesco UK*. Retrieved from www.sherlockstudio.co.uk: <https://www.sherlockstudio.co.uk/work/redefining-customer-journey-tesco-uk/>
- Steiner, R. (2012). *Tesco to target customers according to their wealth by using their Clubcard data to personalise its website*. Retrieved from daily mail.co.uk: <http://www.dailymail.co.uk/news/article-2164660/Tesco-target-customers-according-wealth-using-Clubcard-data-personalise-website.html>
- Prospect 2017, Helping Tesco bring forward the future of fashion retail, <<http://www.prospect.eu/work/tesco/>>
- Rigby, c 2015 IR Strategy and Innovation, <http://internetretailing.net/themes/tesco-sets-out-improvements-to-customer-experience-as-it-unveils-first-half-figures>
- Tesco plc (2012). Preliminary results 2011/12. Cheshunt: Tesco plc.
- Tesco plc (2014). Annual report 2014. Cheshunt: Tesco plc.
- Dudovskiy, J. (2016). Tesco Porter's Five Forces Analysis. Retrieved from www. research-methodology.net: < <https://research-methodology.net/tesco-porters-five-forces-analysis/> >
- Tesco plc (2017). Retrieved from < <http://www.tescoplac.com/little-helps-plans/products-food-waste/suppliers/>>

Images references

- <http://www.latestquality.com/advantages-disadvantages-pestle-analysis/>
- <https://www.thesun.co.uk/money/3204603/tesco-easter-2018-opening-hours-supermarket-bank-holiday-monday-times/>