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MODULE TITLE : COMMUNITY ENGAGEMENT

ASSIGNMENT TITLE : COMMUNITY ENGAGEMENT IN TESCO 1

MODULE CODE :LCBB4002

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Introduction

The purpose of the study is to analyze the community engagement of Tesco plc. The Tesco brand appeared in 1924. But, at first, it was founded in 1919 by Jack Cohen. It is a general merchandise and multinational grocery retailer in the UK. The headquarters of the company is Welwyn Garden City in England. By the gross revenues, it is the third-largest retailer in the world. Tesco ensures that its stores are at the heart of its community. They can make an effective difference to the people through their work in the community (Tesco plc, 2021).

In April 2020, they delivered 30 million packages for supporting the communities in the time of COVID - 19. They support the community groups by Soundabout that refers to the music's power to change a life, In Kent the Nigerian community Association that makes a food connection among the community, the Lewis Foundation that elaborates the family's experience. Tesco's community engagement is beneficial sometimes. The food connection of the community is the largest supermarket redistribution scheme of the food in the UK. All stores in the UK participate in this. It can be helpful to reduce food waste and save money in the UK. The food connection of the community can provide the needed support (Tesco plc, 2021).

Tesco's relationship with the Stakeholders' and how the company use social media platform for engaging with the stakeholders

Tesco has both external and internal stakeholders. The company is influenced by it (Amadi *et al.* 2018).

Internal stakeholders of Tesco: The employees, board executive committee, shareholders, and the managers are the main internal stakeholders of Tesco. Employees play an important role for Tesco. The board of Tesco is included with the chairman, chief financial officer, non-executive directors. Every person is important and powerful for the company. By 2019, it is elaborated that the main shareholders of the company are Norges Bank, Schroders plc, and BlackRock.

External stakeholders of Tesco: The major external stakeholders of Tesco are creditors, suppliers, customers, local communities, the government, and the pressure group. Every week, Tesco works with thousands of producers and suppliers and also serves millions of customers. Tesco uses social media to stay connected with its stakeholders. Adrian Harris, the digital chief of Tesco expressed how the number one retailer of the UK adapted social media for communicating externally and internally (Retailgazette, 2021). The retailer of Tesco also uses Storify to aggregate the content of social media. They also provide guidelines for the employees for using social channels. The

corporate handle of Tesco has 25.4k followers. It helps to connect with the major stakeholders, customers, bloggers, retail commentators, and the media. For the external stakeholders, Twitter is the basic social media platform for Tesco. To celebrate the success of the organization, they use Twitter. They shared that they have a big learning experience. Theory said that without the original content they can struggle to connect with the followers and drive engagement. Tesco has decided to create a dedicated team that can take the responsibility to interact with the customers on social media. Their social media account is managed 24/7. They produced a page on social media for the public where the people can tweet with the company. The company can control the posts and tweets with the account setting on Facebook or Twitter about the products. They can reach the customers directly. They try to respond quickly but they can't give the guarantee that they can reply in every post. Those strategies are profitable for both the company and the other people (Tescobank, 2021).

Tesco adapted and can develop a long-term and new partnership approach. For the last five years, Tesco transformed their working day with their customer (The Grocer, 2021). There are around 25000 suppliers in the UK and almost everyone supplies for Tesco.

Different areas of organization and how their community engagement has evolved

Functional area is the person, department, or area which carries out the particular function of the business. For example, customer service, departments, administration, Human Resources, Sales, and Marketing are included in the functional area. Those are important for the business in Tesco. The major activities of the Finance department are the transaction of the business, measuring the performance of the finance, controlling cash and the finances. Human resources of Tesco are included with selecting, developing new staff, training, and recruiting. The marketing policy is included with the marketing research, services, and customer care, advertising, and sales promotion. Production is responsible for making the services that are also provided by Tesco. The administrative department enables the business to function fluently. Tesco operates the local communities around the customers and colleagues. They are invited to community and charity groups from the Czech Republic. At Tesco, they have no time for waste. They commit that no food is safe for the consumption of humans. In the UK, they deliver the food to the local communities and charities through the scheme of Community Food Connection. By linking the local groups to their stores the scheme of the company is working. The groups of the community can collect the food for free of cost (Tesco plc, 2021). Community food connection is the largest supermarket

redistribution of food in the UK. All the stores of Tesco in the UK participated in this program and donated the meal. They provided 100 million meals to 8000 groups or more. In 2015, they were participating in the Community Food Connection. In 2019, they started to use the social enterprise named OLIO and food sharing app to reduce the waste of food. They made a new partnership program through food surplus donations.

A detailed narrative of how they use social media platforms for supporting their community engagement programs

Tesco recently launched a campaign named Friday Frenzy campaign through Facebook (Tescopl, 2021). By this, they can build more than 40000 people as an audience. Tesco got support from the people through social media about the engagement of their community programs by publicity. Tesco shares the community resources through social media and they can connect with the neighbors. It can help to improve community engagement in the company. By using social media, the company can raise awareness. The people can understand the issues of the organization and the functions also can be understood by the people. Social media is the platform where people can meet with each other virtually and it helps Tesco to improve their community engagement. Tesco uses Twitter and Facebook to publish this and they can reach the people (Abad-Segura *et al.* 2020).

Development and training for equipping employees to deal with socio-cultural issues

There are various types of factors that the companies can operate and the policies. This study can elaborate on how the company operates and how the policies can adapt. But, there were some issues also in the organization. The low employment culture of the UK affects the cultural policy of Tesco. Social attitudes of society have changed how people live. People are working for long hours for sustainable financial demand. There is a social problem because the social attitudes encourage people to eat 'fast food' type products like sausage rolls, pasties, microwavable and sandwiches. It implicates obesity and less healthy diets in the population of the UK.

In the business, Tesco wants to make sure that their colleagues have the skills and it needs for success now and also in the future. Tesco is an important learning platform for colleagues. There is the opportunity for the colleagues to gain skills and knowledge. It supports their career and performance. The colleagues of the organization can sign up both face to face and virtually. The training process is developed to support their colleagues to take their career's ownership (Tescopl, 2021).

Line manager training: Line managers are the heart of the experience of the colleague in the UK. It plays an important role in supporting colleagues. They refreshed their development programs for the managing department of Tesco. They have 38174 managers across the group of Tesco. Their line management training program was held from 2019 to 2020. This training process is included with the management of a team, helping and coaching the management team through the different types of changes in the company.

Digital skills: Technology continues to transform how they work and live. They ensure that digital skills play a vital role in their organization. They trained 1400 or more colleagues through the dedicated program. They can develop digital skills for personal work and the future. for managing the hours in the organization and to keep the personal data secure and safe they trained their employees with the perfect digital skills.

Apprenticeships: The scale of their business can produce various types of opportunities. Their apprenticeship program helps to gain knowledge as well as behaviors and skills. Between 2019 and 2020 they offered 675 new apprenticeships in the UK.

Why the company requires to adopt a forward-looking approach toward training and development

By the multi-cultural training, the company can respect each other culture, they can work collaboratively. It can promote awareness between the people. The company should adopt a forward-looking approach to adopt flexibility and it wants competencies. The intercultural competencies are the best learning process through the cross-cultural training process. By selecting effective team members, the company can improve its forward-looking approach. It is important to build trust in the organization. The differences in the organization can be learned through the approach and the expectations of the leaders and team members can be fulfilled by this type of approach. It helps to communicate positively. By the forward-looking approach, the company can set a deadline that makes a great impact on the organization.

Recommendation and Conclusion

For improving community engagement, Tesco can follow some strategies:

By interacting with the community, Tesco can improve its sustainable business. A good community manager can search for opportunities to make the diversity. By nurturing and identifying the power users Tesco can develop the community. The company has to reward the contributors to make the development in the community. Tesco has to allow the company to create

the profile. It helps to make communication and it can develop the community. By engaging with the popular communities through social media and other sources, Tesco makes a perfect development of the community. Tesco has to give the community members a valuable place to express themselves to the organization. Tesco can bring their social media following into their closed community that is owned by themselves. Communities are always related to interaction. So, Tesco has to respond effectively to improve their community (Disciple. 2021). Tesco can encourage its members to invest some time and give effort for the development of the community. Tesco can greet the new arrivals with the new idea. Then, members can feel that they get valued and welcomed in the company. So, they can connect actively in the organization and can connect with the network of the company. Tesco can use visual content for the development of their community. It is an important strategy for the improvement of the community in Tesco. Tesco can make a thoughtful decision with the community manager. It is beneficial for the company. Here, social media makes itself a strong online community. For improving the community, the community manager plays an important role. Tesco should follow this strategy.

The whole study describes the community engagement of Tesco plc. It is a general merchandise and multinational grocery retailer in the UK. The headquarters of the company is Welwyn Garden City in England. In April 2020, they delivered 30 million packages for supporting the communities in the time of COVID - 19. They support the community groups by Soundabout that refers to the music's power to change a life, In Kent the Nigerian community Association that makes a food connection among the community. At Tesco, they have no time for waste. They commit that no food is safe for the consumption of humans. In the UK, they deliver the food to the local communities and charities through the scheme of Community Food Connection. For improving community engagement, Tesco can follow some strategic planning that is effective for the organization. So, it can be said that community is an important aspect to get success in Tesco plc.

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