

Contemporary Approaches to Management

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Introduction

- Tesco started in 1919
- In 1961 Tesco Leicester became the largest store in Europe
- In 1974 the first petrol station opened and became the UK's largest independent petrol retailer
- 2009 was the start of Tesco Bank
- 2013 the profits dropped for the first time in 20 years



Tesco's mission statement is
'creating value for customers to
earn their lifetime loyalty'.

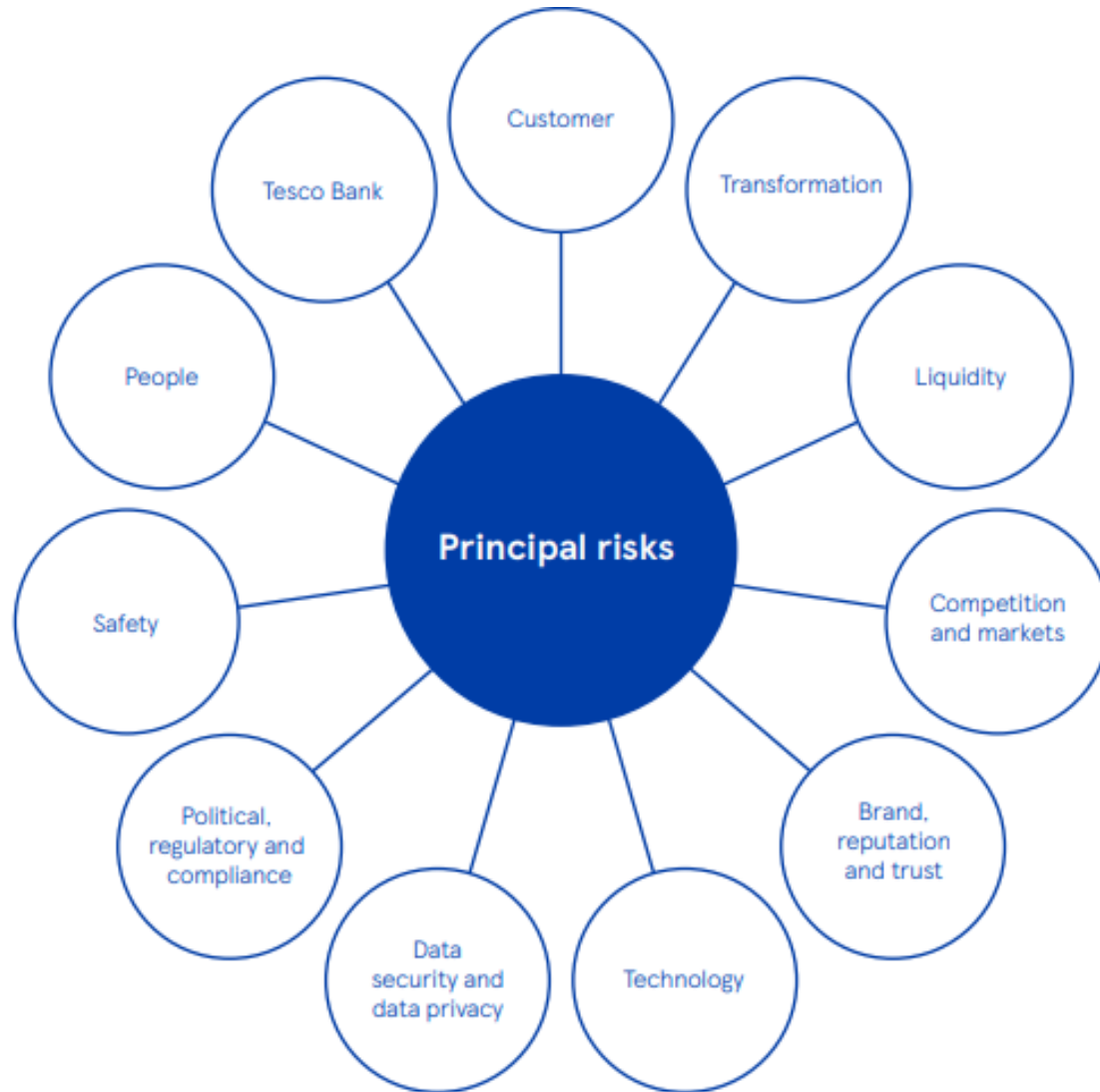
Approach to strategy



Approach to strategy

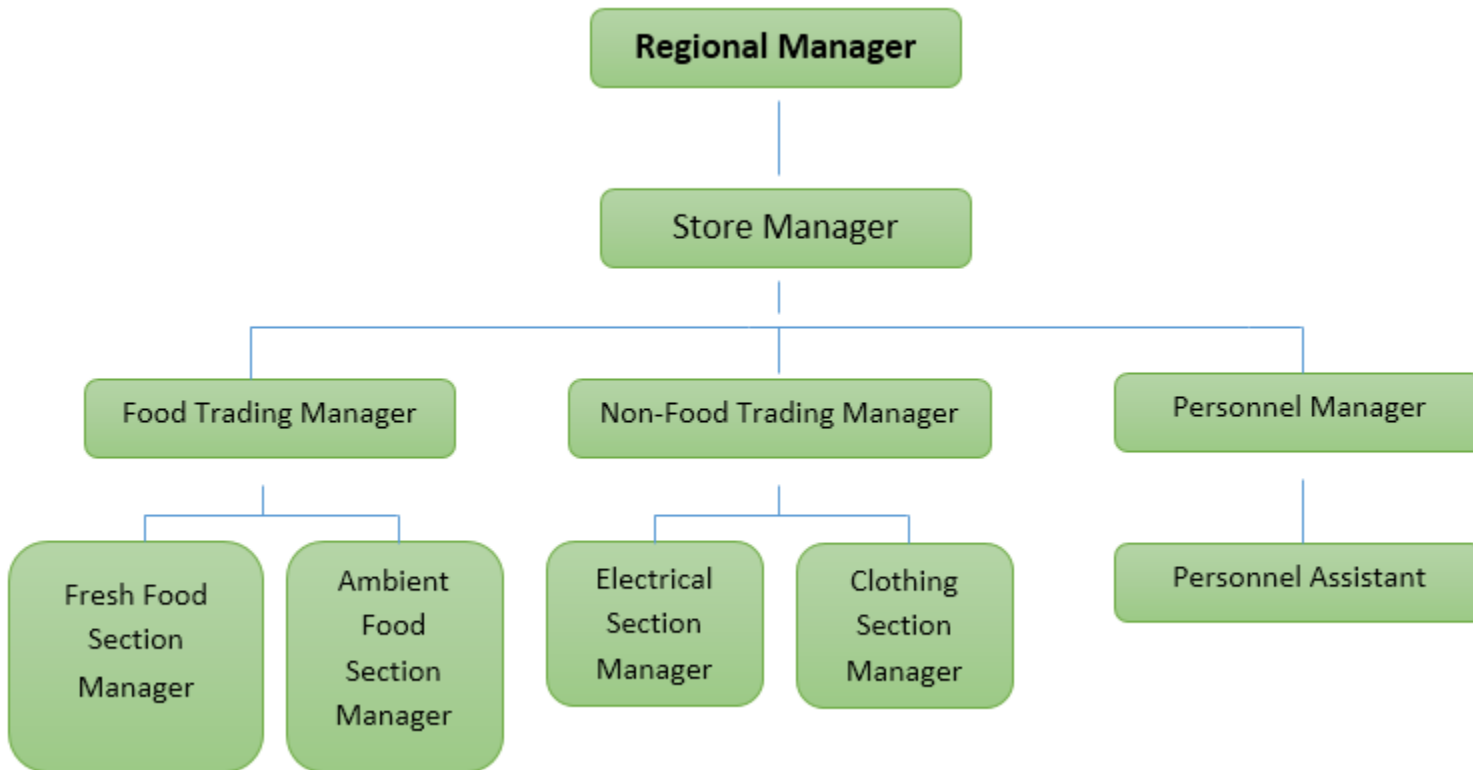
- ▶ Aims to improve customer loyalty
- ▶ Develop core UK business
- ▶ Increase shopping experience for its customers
- ▶ Increase market share against discount stores
- ▶ Increase long term viability by preparing for the UK's departure from the EU

Approach to strategy



Organisation and Management

- ▶ Tesco board of directors made up of ten members
- ▶ Organisational structure highly hierarchical as a very large business
- ▶ It is not rigid for all Tesco stores

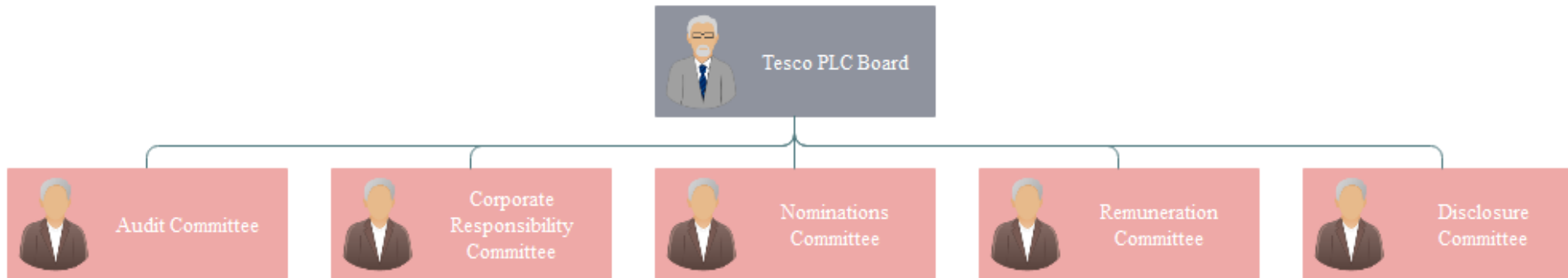


Tesco organisational structure at store level

Organisation and Management



Organisation and Management



Group and team work

- ▶ Opportunities for delegates to get to know each other better
- ▶ An element of competition that did not take over the purpose of the day
- ▶ Incorporate some business objectives around strategic and action planning

Sustainability



Corporate social responsibility



Merger with Booker

- ▶ On a corporate level Tesco benefits from its merger with Booker.
- ▶ This merger was completed on 5th March 2018.
- ▶ It brings retail and wholesale business together.
- ▶ This allows new opportunities for growth.

Conclusion

- ▶ Tesco's 'Every little help makes a big difference' emphasises their belief that small actions can add up to make a difference.
- ▶ Tesco's 'Little Helps Plan' highlights the most pressing social and environmental problems facing the business, their customers and communities, and demonstrates their commitment to help solve these problems.

Thank you for listening, any questions?



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