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The collage includes several slides from a presentation:

- Outline**: Thecasesolutions.com, Background of Business in India, Industry Structure, Strategic Audit - PESTLE & SWOT Analysis, Industry Analysis - Five Forces & CAGI, Feasibility - Resource Based View (RBV), Market Entry Strategies, Suitability, Acceptability, Conclusion, References.
- Background of Business in India**: Thecasesolutions.com, featuring the Indian flag.
- Industry Structure**: Thecasesolutions.com, featuring a diagram of industry structure.
- Strategic Audit**: Thecasesolutions.com, featuring a SWOT analysis table.
- Industry Analysis**: Thecasesolutions.com, featuring a diagram of industry analysis.
- Feasibility - RBV**: Thecasesolutions.com, featuring a diagram of Resource Based View.
- Market Entry Strategies**: Thecasesolutions.com, featuring a list of strategies: 1. Exporting, 2. Licensing, 3. Franchise, 4. Joint Venture, 5. Acquisition.
- Suitability**: Thecasesolutions.com, featuring a diagram of suitability.
- Acceptability**: Thecasesolutions.com, featuring a diagram of acceptability.
- Conclusion**: Thecasesolutions.com, featuring a summary of the report.
- References**: Thecasesolutions.com, featuring a list of references.

TESCO
Every little helps

Tesco PLC: Strategy for India

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Outline
Thecasesolutions.com
- Background of business in India
- Industry Structure
- Strategic Audit - PESTLE & SWOT Analysis
- Industry Analysis - Five Forces & DAGZ
- Feasibility - Resource Based View (RBV)
- Market Entry strategies
- Suitability
- Acceptability
- Conclusion
- References

Background of Business in India
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Industry Structure
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- *Acceptability*
- *Conclusion*
- *References*



Background of Business in India

We appreciate Tesco has an exclusive franchise agreement with Trent the retail arm of Tata Group, however you are there supporting the business development of Star Bazaar Format and Tesco HSC (Datamonitor, 2011; Tesco plc, 2011)

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Industry Structure

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- One of the world's largest unexploited retail market
- Organized retail still only accounts for less than 4% of the overall sector
- The market has undergone changes due to the global economic scenario
- India's FDI policy makes great opportunity for Wholesale Cash & Carry

FDI policy regarding retailing in India

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- FDI up to 100% for cash and carry wholesale
- FDI up to 51 % with prior Government approval (i.e. FIPB) for retail trade of 'Single Brand' products
- FDI is not permitted in Multi Brand Retailing in India



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Strategic Audit

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PESTLE Analysis

Political

- Restriction on FDI in India retail sector
- Strong local partners and political contacts

Economic

- Recession and currency instability

Socio-cultural

- Poultry and dairy products sold by international retailers are lowly preferred
- Rural or backward population in India prefer domestic stores

Technology

- Infrastructure in some of the cities is not developed
- Online store not available



Legal

- Frequently changing ruling parties make the legal environment unstable and non favourable

Environmental

- Need to create new jobs



SWOT

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Strengths

- brand value,
- capital resources,
- development of strategic business intelligence team,
- online store
- No frills legal service



Opportunities

- Introduction of fair-trade products,
- exploring untapped markets by other international players,
- prime store locations,
- job creation in India

Weaknesses

- lack of knowledge about foreign market,
- expensive products as compared to local players

Threats

- Increase in competition e.g WAL-MART,
- change in laws and policies
- heavy investment for market penetration
- price wars,
- local support

Industry Analysis

Porter's Five Forces

