

Tesco's Virtual Store: From South Korea to the United Kingdom

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Factsheet

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HQ: Cheshunt, England, UK
 Founded: 1924
 CEO : Philip Clarke
 Core business: Retail + Banking
 Sales: £72.4 bn (907 bn HK\$)
 Profit: £ 2.0 bn (25 bn HK\$)
 Employees: 537,784

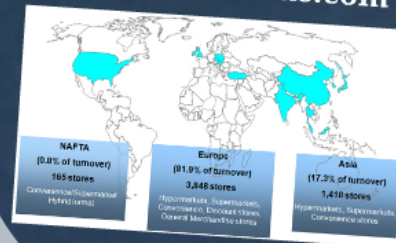
Vision

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- ✓ Wanted and needed around the world
- ✈ A growing business, full of opportunities
- ★ Winners locally whilst applying our skills globally
- 💡 Modern, innovative and full of ideas
- 👥 Inspiring, earning trust and loyalty from customers, our colleagues and communities

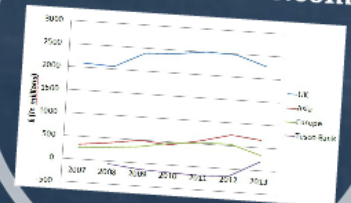
Profit per geographic region

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Profit development

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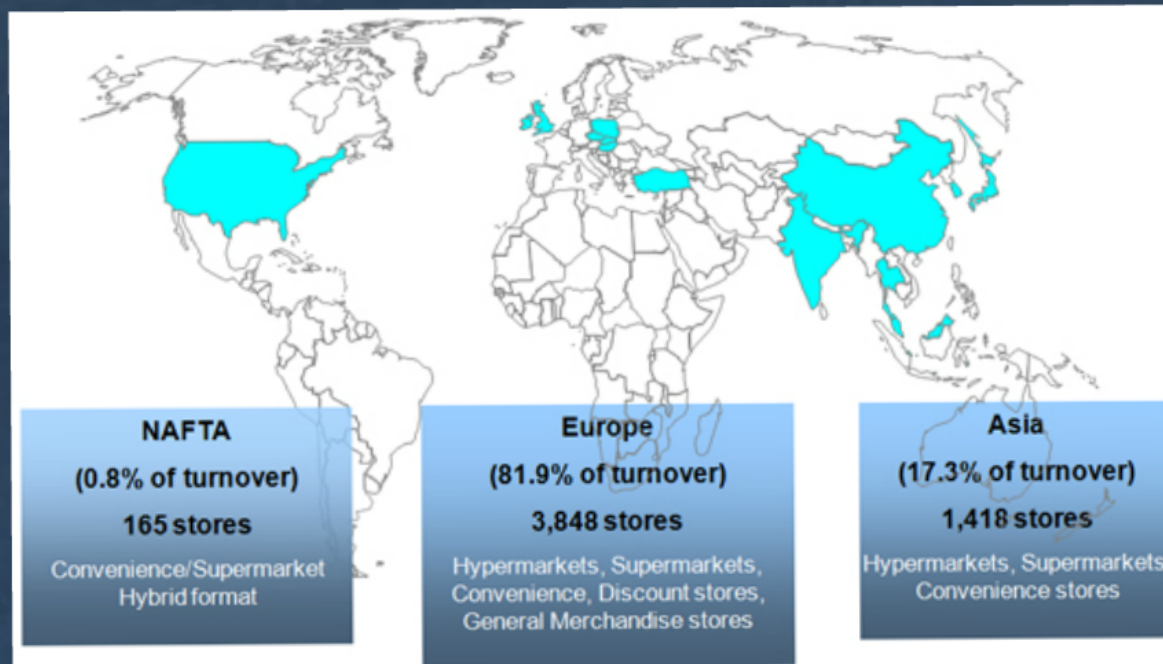
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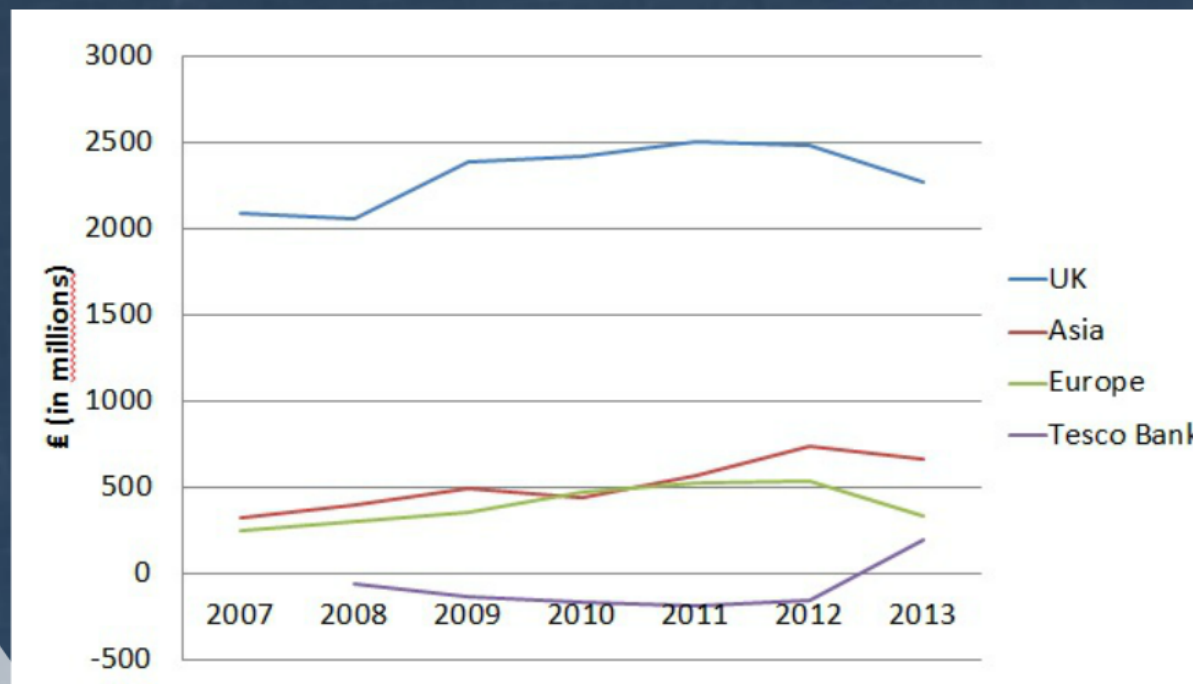
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Tesco in South Korea

- Largest operations after UK
- 520 stores
- 6 million customers weekly
- Revenue of £ 5,311 million

But still number 2..

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Case study

- App is downloaded over 1 million times
- 22 virtual stores in subways
- 40 % of online purchases via smartphone

Should Tesco use the same business model in other countries?

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