

Tesco's Fresh & Easy: Learning from U.S. Exit

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Tesco
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Founded in London in 1919 by Jack Cohen.
1924-Tesco name is created and Tesco logo, first own-brand product is sold.
First Tesco store is opened in 1929
1934- opened a new headquarters and food warehouse
From 1950-1960 they expanded rapidly opening over 500 stores.
1973- opened their first gas stations



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Imagine It...

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Home Plus Korea
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Founded 1989
Founded in South Korea
HomePlus - Chain of 15
Retailer in South Korea, England,
United Kingdom
- Chain of 100 stores
- 100% owned
- HomePlus Korea
- HomePlus Korea, Inc. (Korea)
- HomePlus Korea, Inc. (UK)





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Imagine If...



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1995- First international business with Hungary

1997-2008- opened stores in Poland, Ireland, Thailand, South Korea, Malaysia, China, Scotland, Czech Republic, Slovakia, Turkey and India

1999- Homeplus Korea began

2000- Tesco.com

2007- Opened stores in United States as Fresh&Easy

Today, they operate in 12 countries around the world, employ over 530,000 people and serve tens of millions of customers every week.

Tesco Home plus

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- South Korea has the largest operations outside of England
- 520 stores and more than 6 million customers served every week.
- 22 virtual stores in South Korean subways and bus stops
- 3 distribution centers for these stores, largest distributor produces 40 million boxes/year



Home Plus Korea
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Founded; 1999

Founder: Seung Han Lee

- Headquarters • Cheshunt, Broxbourne, Hertfordshire, England, United Kingdom
- Seoul, South Korea
- Hypermarket
- Home delivery service
- Products groceries, consumer goods

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Multi story car park large supermarkets, and small, special-purpose stores

- Lee is one of the most popular evangelists of management theories. His unique management theories such as Hexagon management,
- Customer oriented
- Moving away from the conventional model of warehouse-style discount stores
- 2011, the retailer opened the world's first virtual supermarket
- seolleung, station seoul subway line 2
- smartphone users can photograph the bar code the of life-size pictures, for delivery within the same day