

# Learning To Lead In China: Antonio Scarsi Takes Command (Cartoon)

## 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

Imagine It...  
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## Home Plus Korea Thecasesolutions.com

Founded 1989  
Founded in South Korea  
HomePlus - Chain of 5  
Retailer in South Korea, England,  
United Kingdom  
- Chain of 100 stores  
- 100,000 sqm  
- HomePlus Korea  
- HomePlus Korea, London  
- HomePlus Korea, London





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***Tesco***

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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***  
**Thecasesolutions.com**

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