



**Maple Leaf Simply Fresh (A)**

**[TheCaseSolutions.com](http://TheCaseSolutions.com)**

**Maple Leaf Simply Fresh (A)**

**TheCaseSolutions.com**

**Tesco is the UK based store.  
The worlds fourth largest retailer.  
UK market share in excess of 30% and annual  
profits of some £2bn.**

**Developed internationally over the past 10  
years.  
International expansion is a key element of  
Tesco's strategic development.**

# **Thecasesolutions.com**

## **BACKGROUNDS**

**In February 2006 Tesco planned to enter the US retail grocery market.**

**Planned to invest around £220m per annum over 5 years period, in its US venture.**

**The proposed market entry caused a great deal of interest in the USA.**

# **Thecasesolutions.com**

## **INTRODUCTION**

**Tesco introduced a new brand name  
“fresh & easy”**

**Market entry caused a great deal in USA.  
Introduced chain of low cost similar to Tesco  
express**

**The aim was to provide a classless retailer  
Fresh & easy was affected by the economic crisis**

# **Thecasesolutions.com**

## **CASE STUDY**

# Thecasesolutions.com

**Why do we think that Tesco decided to expand into the highly competitive US market?**

**Why do we think Tesco decided to use the brand name 'Fresh & Easy' for its US stores when the Tesco brand has been used for all its other international activities?**

## **CASE STUDY EXPLANATION**

**Why do we think that Tesco will not achieve its original target in the future?**

**What do we think about Tesco's store location choice? What is right for Tesco to establish its stores in urban areas?**

**[Thecasesolutions.com](http://Thecasesolutions.com)**

**Thecasesolutions.com**

**TESCO**

The image shows the Tesco logo, which consists of the word "TESCO" in a bold, red, sans-serif font. Below the letters, there are five blue, slanted rectangular bars that form a stylized representation of a shopping basket or a series of steps.





The wrong entry strategy

Market with fierce competitive

Misunderstanding of cultures

Lack of Customers knowledge

**Thecasesolutions.com**

**ENTRY STRATEGY USED BY  
TESCO WHAT IS GOOD OR BAD?**