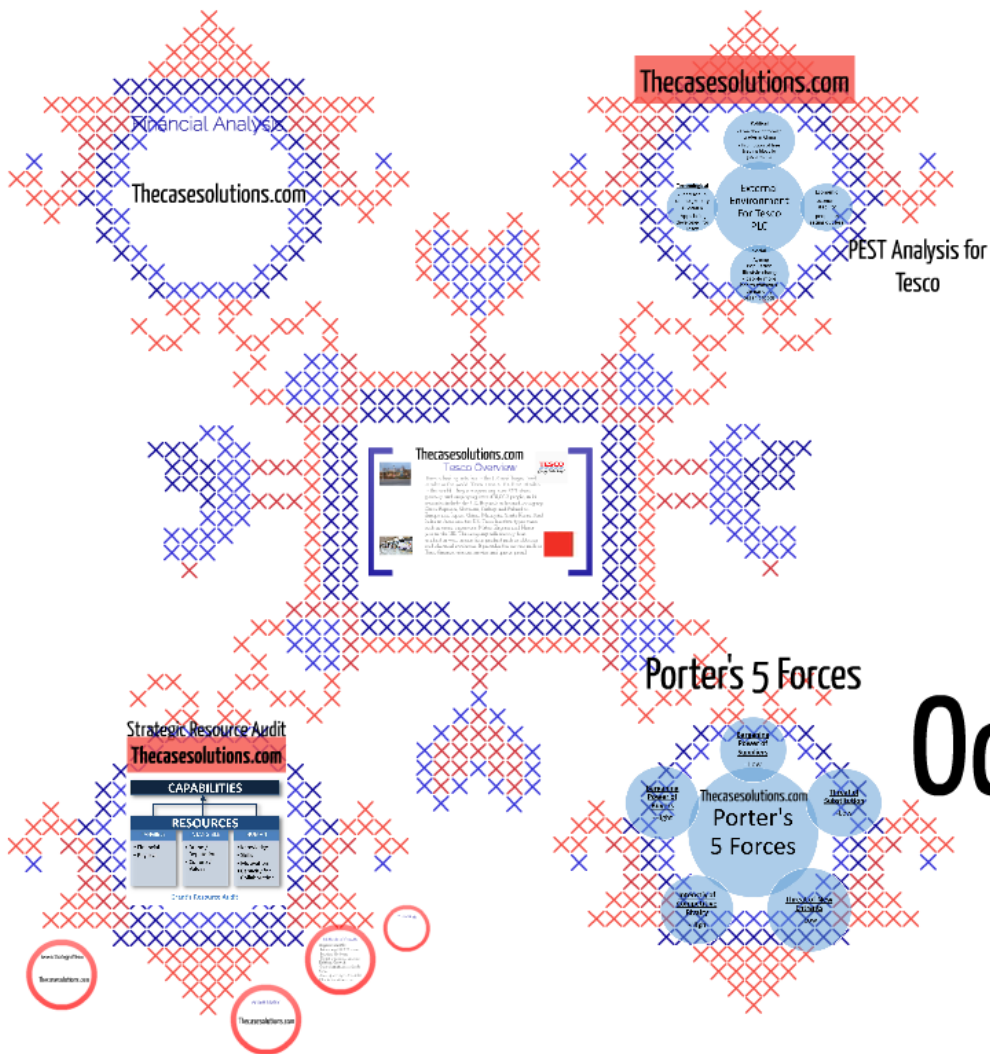
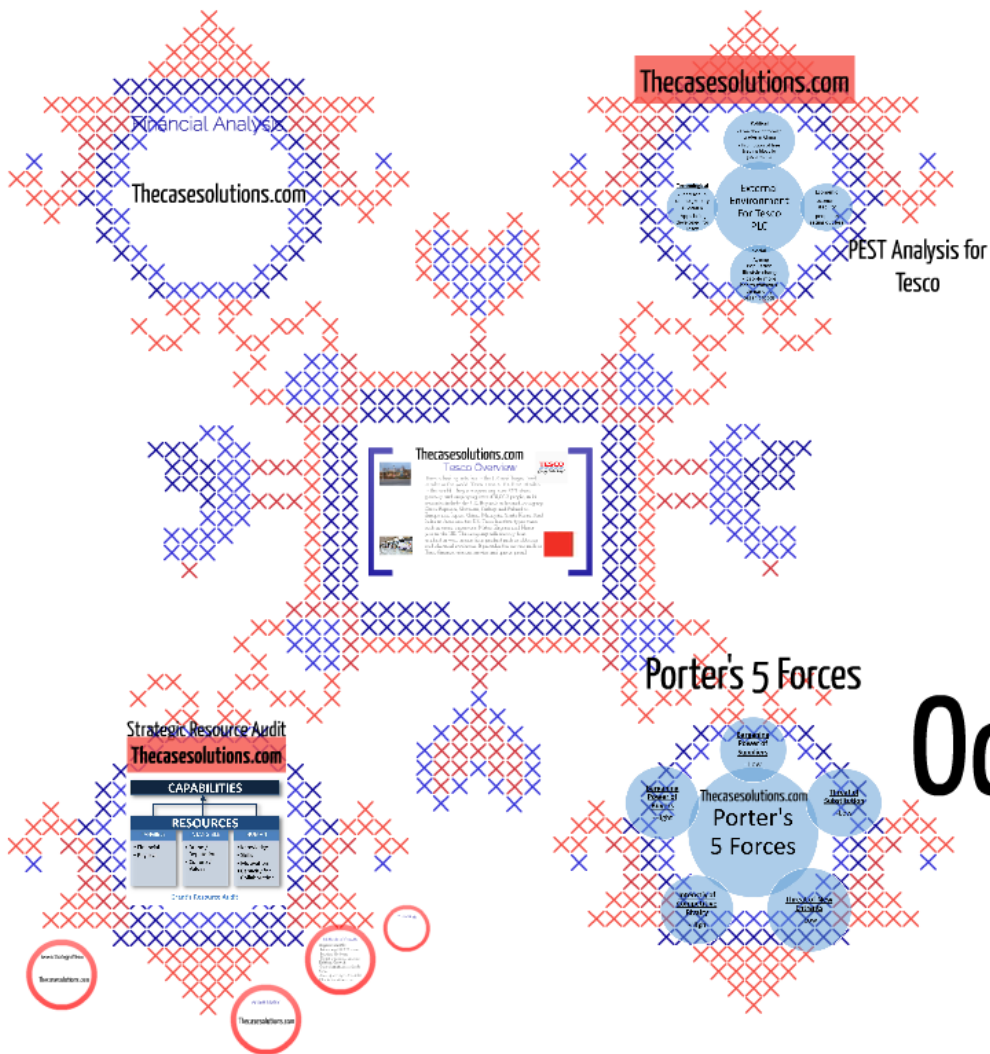




Ocado Versus Tesco.Com

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Tesco Overview



Tesco is leading retailers in the UK and largest food retailer in the world. Tesco is one of the three retailers in the world. They are operating over 4331 stores globally and employing over 470,000 people, in 14 countries include the UK, Republic of Ireland ,Hungary, Czech Republic, Slovakia, Turkey and Poland in Europe and Japan, China, Malaysia, South Korea And India in Asia and the U.S. Tesco has five types stores such as extra, superstore, Metro ,Express and Home plus in the UK. The company sells mainly food product as well as non food product such as clothing and electrical appliance. It provides the service such as Tesco finance, telecom service and gas or petrol.





Financial Analysis

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External Environment For Tesco PLC

Political

- Free flow of foreign trades in China
- Promotion of free trading blocs by goverments

Technological

- increase in online grocery shopping
- Apps being developed for Tesco

Economic

- economic stability
- people are eating out less

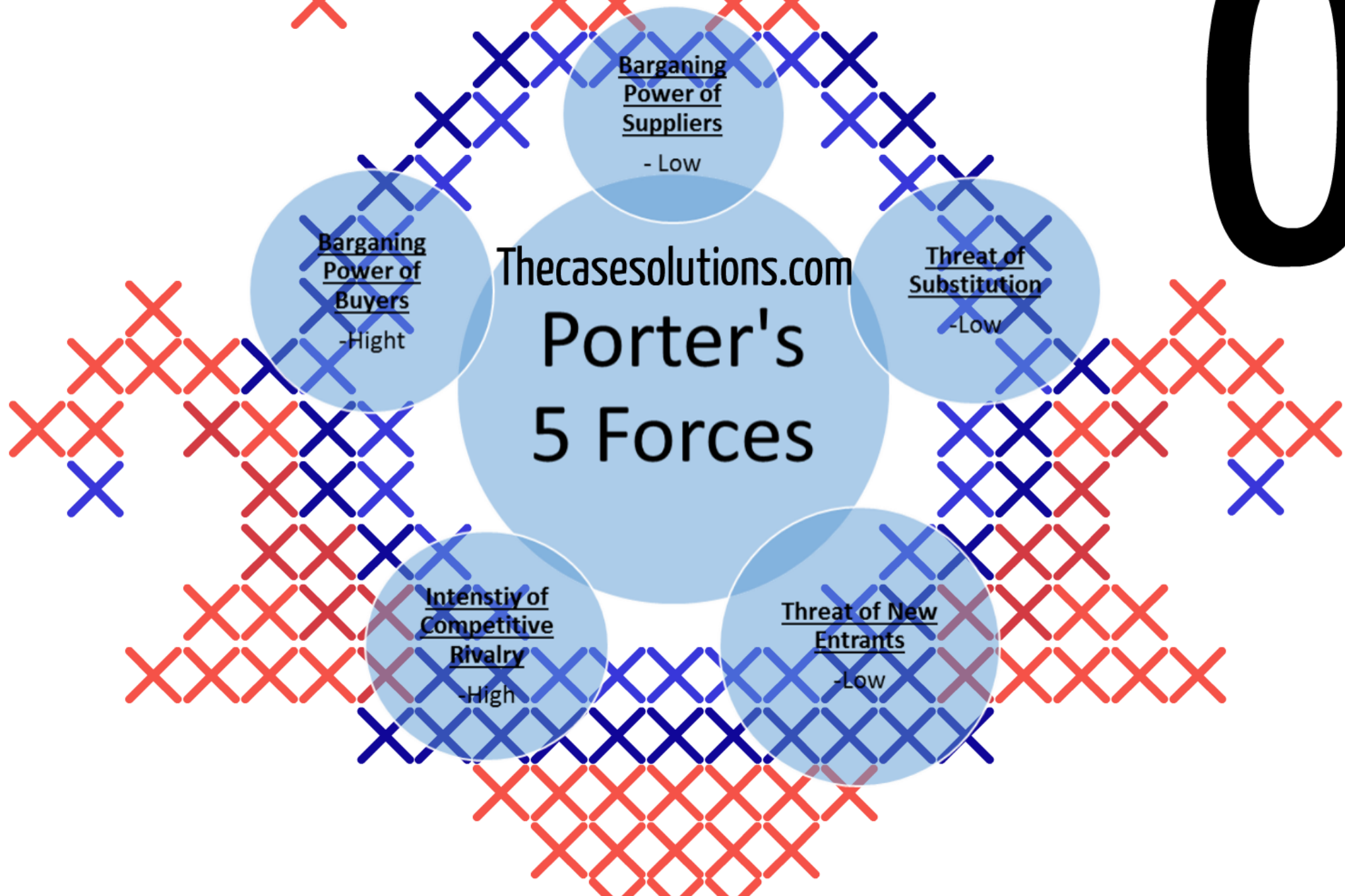
Social

- Ageing Population
- lifestyle change
- people more health conscious-demanding organic foods

PEST Analysis
Tesco

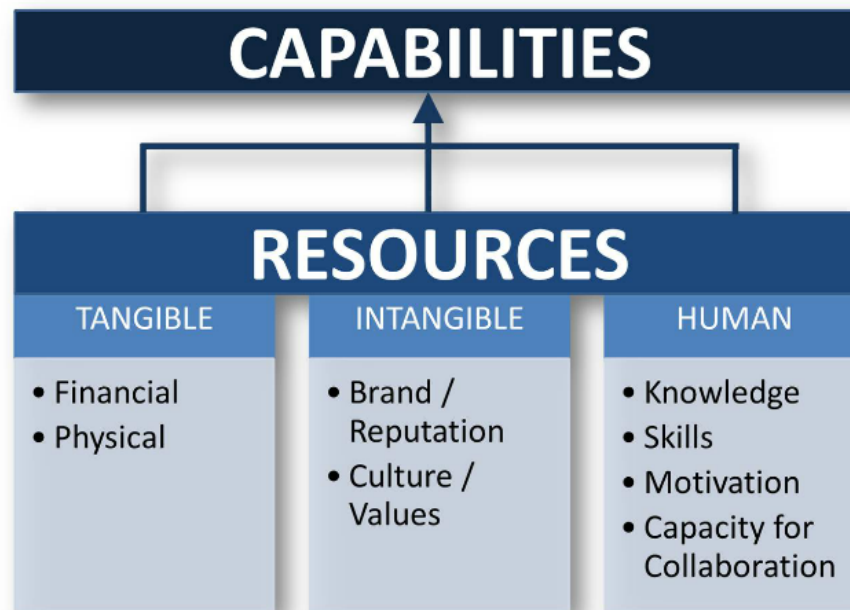
Porter's 5 Forces

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Strategic Resource Audit

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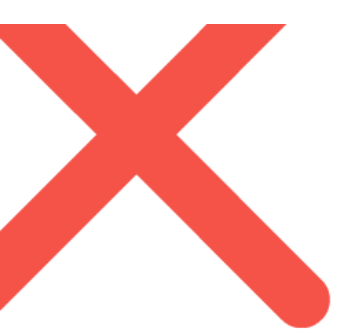


Grant's Resource Audit



Generic Strategy of Tesco

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Ansoff Matrix

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