

Terry Tesco's Long Shelf Life

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Opinions and recommendations:

- Recommendation:** When brands are established, it's difficult to change products or services.
- Strengths:** Increased marketing of the company to other markets.
- Weaknesses:** High competition by its own subsidiaries.
- Opportunities:** Expansion in new markets.
- Threats:** High competition by its own subsidiaries.

Key themes of the report:

- Financials
- Marketing
- Operations
- Human Resources
- Technology
- ESG

TESCO specializes in what:
Originally specializing in food and drink, it has diversified into areas such as clothing, electronics, financial services, telecoms, books, healthcare, dental and pet insurance, retailing and printing (Sainsbury's), music, downloads, internet services and software.

TESCO has created a great competitive advantage by providing a wide range of services to its customers.

Company Profile

Type: Public Limited Company
 Sector: Retail
 Industry: Retail
 Founded: 1929 (Great Britain)
 Founder: Jack Cohen
 Headquarters: Wrexham, North Wales, U.K.
 Number of locations: 5,000 (UK), 10,000 (Global)
 Key people: Sir Terry Leahy (CEO), Sir Ian Wood (Chairman)
 Products: Groceries, financial services, insurance, etc.
 Revenue: £55.9 billion (2023)
 Operating Income: £2.1 billion (2023)
 Net Income: £1.7 billion (2023)
 Employees: 600,000 (UK), 1.5 million (Global)
 Website: tesco.com



About TESCO

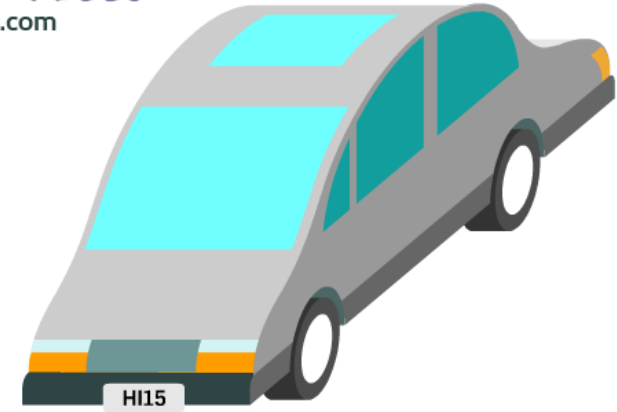
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About TESCO



It is the **third-largest** retailer in the world measured by revenues (after Wal-Mart and Carrefour) and the **second-largest** measured by profits (after Wal-Mart).

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It has stores in **14** countries across Asia, Europe and North America and is the grocery market leader in the UK (where it has a market share of around 30%), Malaysia, the Republic of Ireland and Thailand.

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TESCO is a global grocery
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A world map with several countries highlighted in red, including the United Kingdom, France, Germany, Italy, Spain, Portugal, the United States, Canada, Mexico, India, China, and Australia. The text is overlaid on the map.

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