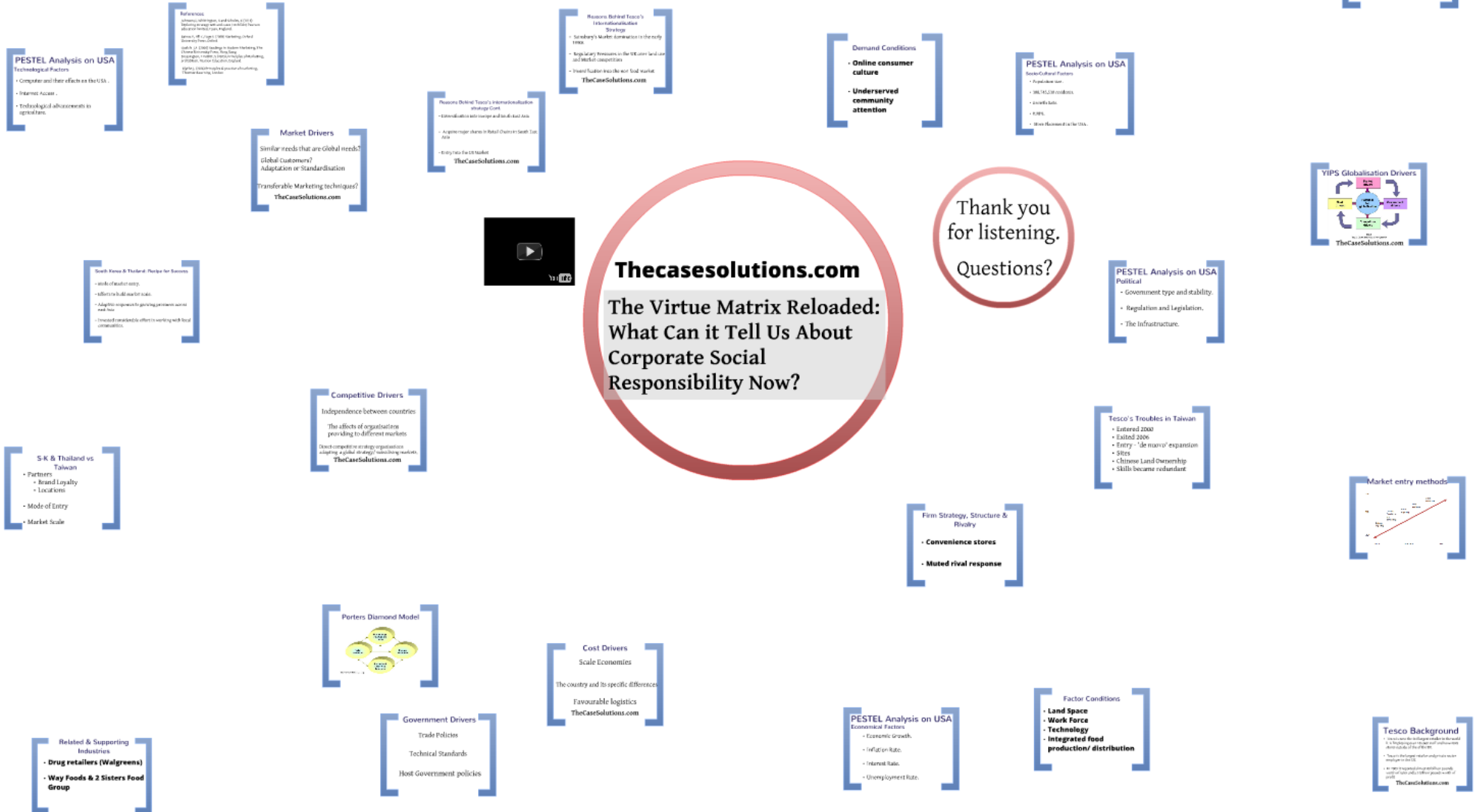


Thank you for your attention!





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**The Virtue Matrix Reloaded:
What Can it Tell Us About
Corporate Social
Responsibility Now?**

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Tesco Background

- Tesco is now the 3rd largest retailer in the world
It is Employing over 183,600 staff and have 2025 stores outside of the of the UK
- Tesco is the largest retailer and private sector employer in the UK.
- In 2009 it reported almost 60 billion pounds worth of sales and a 3 billion pounds worth of profit

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Reasons Behind Tesco's Internationalisation Strategy

- Sainsbury's Market domination in the early 1990s
- Regulatory Pressures in the UK over land use and Market competition
- Diversification into the non food market

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Reasons Behind Tesco's internationalisation strategy Cont.

- Diversification into Europe and South East Asia
- Acquire major shares in Retail Chains in South East Asia
- Entry Into the US Market

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YIPS Globalisation Drivers



Fig.1
Yip's Globalisation Drivers (1992)

Market Drivers

Similar needs that are Global needs?

Global Customers?

Adaptation or Standardisation

Transferable Marketing techniques?

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Cost Drivers

Scale Economies

The country and its specific differences

Favourable logistics

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Competitive Drivers

Independence between countries

The affects of organisations providing to different markets

Direct competitive strategy organisations adopting a global strategy/ subsidising markets.

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