

Korea

Factsheet

Thecasesolutions.com

HQ: Chesham, England, UK
Founded: 1924
CEO: Philip Clarke
Core business: Retail + Banking
Sales: £72.4 bn (907 bn HK\$)
Profit: £ 2.0 bn (25 bn HK\$)
Employees: 537,784

Vision

Thecasesolutions.com

- ✓ Create a world-class customer experience
- ★ Deliver exceptional service to our customers
- ★ Drive innovation and growth
- ★ Create a sustainable and profitable business

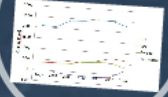
Profil per geographic region

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Profil development

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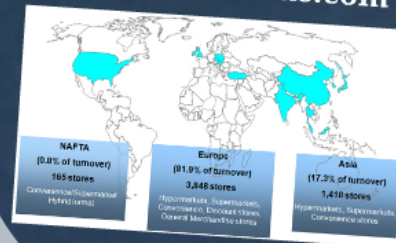
Vision

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- ✓ Wanted and needed around the world
- 🚀 A growing business, full of opportunities
- ★ Winners locally whilst applying our skills globally
- 💡 Modern, innovative and full of ideas
- 👥 Inspiring, earning trust and loyalty from customers, our colleagues and communities

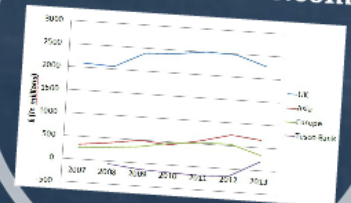
Profit per geographic region

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Profit development

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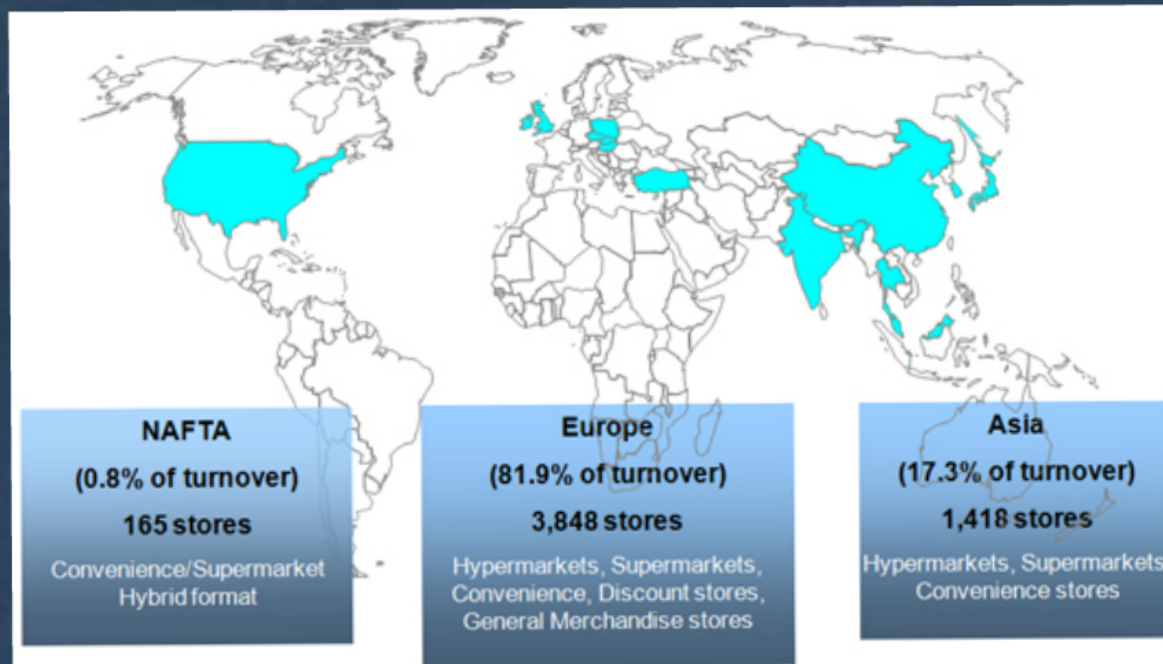
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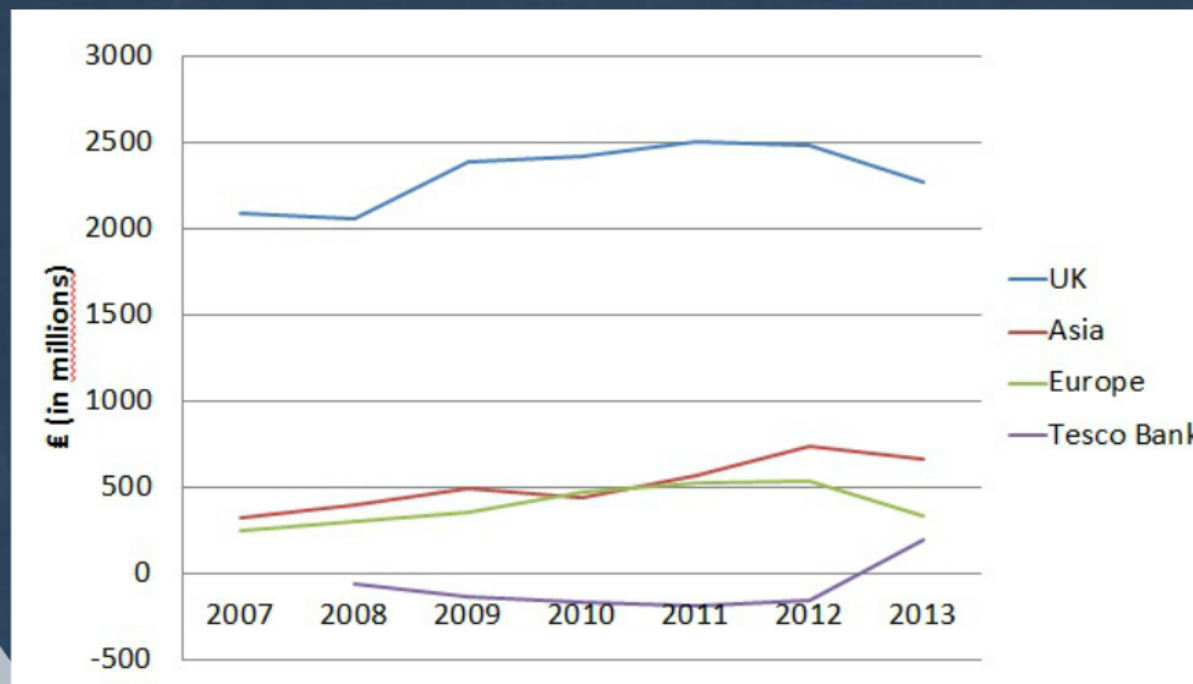
Profit per geographic region

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Profit development

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Tesco in South Korea

- Largest operations after UK
- 520 stores
- 6 million customers weekly
- Revenue of £ 5,311 million

But still number 2..

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Case study

- App is downloaded over 1 million times
- 22 virtual stores in subways
- 40 % of online purchases via smartphone

Should Tesco use the same business model in other countries?

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