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TESCO SWOT & PESTLE ANALYSIS

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Company Name : Tesco

Company Sector : Retail

Operating Geography : United Kingdom, Europe, Global

About the Company :

Tesco was founded by Jack Cohen in 1919 in London. Since then the company has grown to be a multinational retailer after the first store outside UK was opened in Hungary in 1992. Within a decade, stores were opened in Ireland, Malaysia, Thailand, Czech Republic, Poland, Slovakia and India. The company has 440000 employees worldwide and serves 80 million customers per week in the store and online. Tesco also offers retail banking and has a franchise package for independent retailers, branded One Stop. Some One Stops are franchises and some are owned and managed centrally by Tesco. Tesco was given the Terra Carta Seal, which was established by HRH The Prince of Wales to recognise positive action toward a more sustainable future. Tesco has pledged to achieve net zero emissions in its own operations by 2035 and across its entire footprint (scope 3) by 2050. Tesco and the World Wildlife Fund (WWF) will launch a new accelerator programme in May 2022 that will pair pioneering start-ups with Tesco suppliers to accelerate sustainability innovation in the supply chain, reducing food's environmental impact and supporting UK food security.

The USP of Tesco is that it is the world's third-largest retailer in terms of gross revenue and the ninth-largest in terms of revenues. Tesco's business has been built with a simple mission – to be the champion for customers, helping them to enjoy a better quality of life and an easier way of living.

Revenue :

£61.3 billion - FY ending 26 February 2022 (y-o-y growth of 6%)

£57.8 billion - FY ending 26 February 2021

SWOT Analysis :

The SWOT Analysis for Tesco is given below:

| Strengths | Weaknesses |
|--|--|
| <ul style="list-style-type: none"> 1.Consistently strong financial performance 2.Key strategic alliances 3.Focus on technology as a differentiator 4.Innovation in product ranges and customer service | <ul style="list-style-type: none"> 1.Cut down on overseas operations |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1.Popularity of multichannel retailing 2.Artificial intelligence in retail 3.Consumer engagement using augmented reality | <ul style="list-style-type: none"> 1.Increasing competition in retail 2.Rapidly changing customer expectations 3.Cyber security threats |

PESTLE Analysis :

The PESTLE Analysis for Tesco is given below:

| Political | Economical |
|---|--|
| 1.Impact of Brexit and prolonged uncertainty 2.FDI restrictions in countries like India | 1.Fluctuations in global exchange rates |
| Social | Technological |
| 1.Popularity of social media 2.Rising single-person households 3.First UK retailer to ban plastic wet wipes | 1.Popularity of RFID technology 2.IoT in retail to improve customer experience and operational optimization 3.Increasing popularity of mobile payments |
| Legal | Environmental |
| 1.Stringent rules regarding data privacy 2.Intellectual property laws and copyright issues | 1.Reducing dependency on plastic 2.Commitment to addressing the environmental challenges |

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