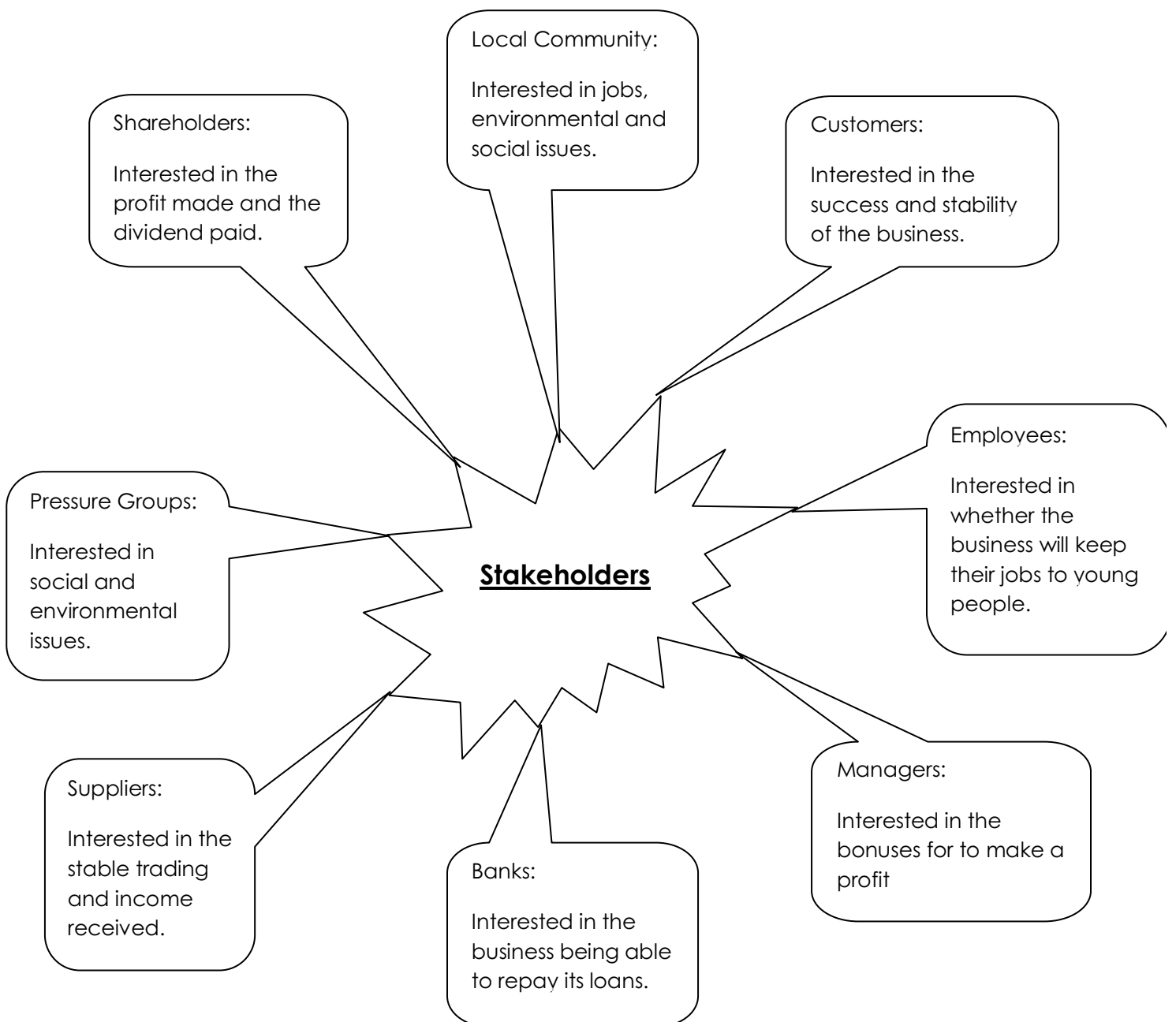


## **A comprehensive review of the role and relative importance of the organisations stakeholders.**

Tesco plc is a British-based international grocery and general merchandising retail chain. It is the largest British retailer by both global sales and domestic market share, and is the world's third-largest retailer, behind Wal-Mart of the United States and Carrefour of France.

Tesco now controls just over 30% of the grocery market in the UK, approximate to the combined market share of its closest rivals, Asda and Sainsbury's. In 2007, the supermarket chain announced over £2.55 billion in profits.

Originally specialising in food, it has diversified into areas such as discount clothes, consumer electronics, consumer financial services, selling and renting DVDs, compact discs and music downloads, Internet service, consumer telecoms, consumer health insurance, consumer dental plans and budget software. It is now entering into the housing market, with a self-advertising website called Tesco Property Market.



## Tesco's Stakeholders and how they are affected

Groups	The importance of stakeholders
<b>Customers</b>	Are looking to buy products, they are looking for a wide range of products. They also want easy accessibility to the premises and hope to buy quality products at competitive prices. They are really important because they provide the money for the store to be successful. Also an expanding amount of customers mean more profit for the business. Most customers expect fresh fruit and vegetables at high quality for good value.
<b>Suppliers</b>	Suppliers stock the business with all its business supplies; if they are late then it causes conflict between business and suppliers. Therefore, it is vital that all the business supplies are on time. Suppliers are probably the third important part in a business, they provide the products and if they are not on time it poses a great threat to the financial state of a business. On the other hand, suppliers aren't that important in decision making because they're scared of losing their contract with Tesco. The main jobs of the suppliers are to sell fresh stock daily at market price.
<b>Employees</b>	May want an increase in pay rise. Staffs have a very big interest in Tesco; they have an interest in the business in the form of wages, bonuses, discounts, and holiday pensions. The business may be affected by how well their staffs do in customer service. If a customer experiences poor customer service, it is more like that they will tell someone else that if they got a good customer service. Therefore employees need the right type of customer training in order to be successful to the business.
<b>Owner(s)</b>	In contrast it may want a decrease in pay rise for their employees. You could say that the owners are probably one of the most important people in a business, they set rules. More importantly they expect repeat business profits and respectable customers.
<b>Bankers</b>	Negotiate financial needs in term of business, e.g. loan rates, balance, time periods etc. Banker's main priorities are to see to it that cash and cheques are paid in daily and expect the owner of Tesco to repay loans and over drafts.
<b>Trade Unions</b>	Play an important part to help employees receive the pay as possible, within the limits and boundaries.
<b>Employer associations</b>	They balance out the trade unions to make sure that both owner and employees are happy and are receiving/giving the right amount of money.
<b>Sponsors</b>	This makes profit for the business even if the business isn't making profits in the business it self. Tesco sponsor's a charity. This shows that the store is responsible and people will visit more.
<b>Local and</b>	Give planning permission if a business decides to build a new store

<b>national communities</b>	
<b>Pressure group</b>	▲Are important when building a new store. Pressure group can really go to extremes to stop big stores building on site.