

Compare and contrast



Introduction to Tesco

Tesco plc specialises in areas such as clothes, consumer electronics, and consumer financial services, selling and renting DVDs, compact discs and music downloads internet services. Consumer telecoms and most recently budget software. Like most company's Tesco has competitors, are *Sainsbury*, *ASDA* and *Somerfield*.

I will now look more specifically into the company

Ownership

The latest expansion by Tesco comes six months after a change in ownership at the business, Tesco has always been a plc

Aims & objectives

In order for Tesco to survive in the business market they must always have aims and objectives which are being met, I will mention in bullet points the main aims and objectives for Tesco,

The aims and objectives are as follows: -

To understand their customers better than any of their competitors do.

To earn the respect of their staff and to appreciate their contribution of achieving them.

To be energetic and innovative and to take risks in making life better for their customers.

To recognize that the brilliant people working for them and to use this strength to make our customers shopping enjoyable in a way that no competitors can.

To use intelligence, scale and technology to deliver unbeatable value to customers in every thing they do.

Main aims

The main aim of Tesco is to provide good customer service and a wide range of experiences. And they operate the advertisement on billboards and Television advertising. And always be aware of any opposing competitions. As Tesco is a popular supermarket to customers they must do the best to improve services, so that if there was to be any other competition on the way they will be knock down or should have no effect on Tesco.

Services offered

Tesco like any other business out there offers a range of services. They offer: -

- Delivery
- Telephone
- Safety & security

Delivery is being provided through Internet, by phone, or at selected stores as Tesco wanted “customer satisfaction”, allowing customers to do their own shopping from home, the delivery service is very effective but there are competitions as “Iceland” are also doing delivery service to their customers. Telephone service provides information or answers to customers questions. The is very useful because Tesco are helping customers needs and the telephone service also provides , internet phone service to attract the growing number of consumers so they can do the shopping by phone. Most important safety and security, Tesco knows that there customers would want to feel safe and secure so Tesco have over 50 CCTV cameras on each Store which covers possibly everywhere.

Employees

Tesco have a very large interest for the company’s success as they involved in the company’s benefit and also receive their income salary by working for the business. It will also help them to gain a secure future and by them being employed helps them with their future pension,

Customers

A customers interest in Tesco will be related to the goods or service that the business produces. The customers want reliability, quality, continuity, speed of service. “or in others word it may be that customers want value for money.”

Competition

Tesco have many rivals and competitors, but as the company is doing well, any competition that comes its way are crushed away. The competitors would have a key

interest as they would want to know why and how Tesco are so well, and try to either come to their standards or be better.

Similarities

Both company's can raise money easy

Both company's have share holders

Both company's are expanding the business

Differences

Plc has shareholders on stock exchange who control the company and ltd is family owned

Tesco's mission statement

To understand their customers better than any of their competitors do. To earn the respect of their staff and to appreciate their contribution of achieving them. To be energetic and innovative and to take risks in making life better for their customers. To recognize that the brilliant people working for them and to use this strength to make our customers shopping enjoyable in a way that no competitors can. To use intelligence, scale and technology to deliver unbeatable value to customers in every thing they do.

Introduction to McDonald

McDonalds was the first and largest international fast food franchise business.

McDonald's Corporation is the world's largest chain of fast-food restaurants, primarily selling hamburgers, cheeseburgers, chicken, chips, breakfasts and soft drinks. More recently, it also offers salads, fruit, snack wraps, and carrot sticks. The business began in 1940, with a restaurant opened by siblings Dick and Mac McDonald in San Bernardino, California. Their introduction of the "Speedee Service System" in 1948 established the principles of the modern fast-food restaurant. The present corporation dates its founding to the opening of a franchised restaurant by Ray Kroc, in Des Plaines, Illinois on April 15, 1955, the ninth McDonald's restaurant overall. Kroc later purchased the McDonald brothers' equity in the company and led its worldwide expansion.

Objective

McDonald's has always been a franchising company and has relied on its franchisees, our Owner/Operators, to play a major role in the System's success. McDonald's remains committed to franchising as a predominant way of doing business.

In the UK, the main competition comes from Burger King and Subway.

McDonald wants to be the best from the customer by producing food that people want.

Aims & objectives

To be environmentally friendly

Produce more restaurants around the world

To get involved with charity

High standard food and a quick service

I think that McDonald have achieved much over the past year, They have made an effort, assisted by Environmental Defense, to utilize recycling both in packaging their products and in what they use day to day which has allowed them to cut down on their waste significantly, and they expand the company worldwide therefore there's more customers.

Main activities

The main activity of McDonald is to provide good food to customer and to be environmentally friendly. They promote themselves by TV advertising, Billboards, fliers, radio, and newspaper, they are always being aware of any fast-food company's competitions such as "Subway". As McDonald is very popular fast food restaurant and customers approval, so that if there was to be any other competition on the way they will be knock down.

Service offered

McDonald is committed to giving the best possible service to customers and recognizes the wide range of valuable services offered

The various services are as follow:-

Environment caring

Cleaner

Security

McDonald is wants customers to know that they are environmentally friendly therefore they recycle customers paper bags and cards; they are providing a service to the environment. Cleaners of McDonald make sure the place is completely hygienic and not dirty, that's what customer would desire. Security is very important as customers will want to feel safe and secure possibly surrounding every corner.

Employees

McDonald has a interest in employees, "More the Merry", McDonald nearly hires anyone, even if they have no qualifications, This provide opportunities to people looking for jobs.

Similarities

Both company's can raise money easy

Both company's have share holders

Both company's are expanding the business

Customers

A customer's interest in McDonald will be related to the food quality, service or how clean the restaunte is. Costumers will want a good quality of service provided.

Competition

McDonald has various rivals such as "Subway", this can cause a huge problem, If McDonald became better the competitors will either come to their standards or be better.

McDonald Mission statement.

McDonald's aim to be the UK's best fast service restaurant experience.

Comparison of both businesses

Like every business Tesco and McDonald are out there with a mission. They both ARE completely different business, in the sense where one is out there to make a profit and the other wants to expand and provide service and make a good profit too. Despite all the differentiations of the two, one thing which I have analysed and gathered from the information which I have analysed and gathered from the information which I collected is that both business have one thing in common, And that is achieving what they set out to do

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Unit 1

Firstly Tesco, they are behind and ahead every time because they always find a way to improve the business successful, they are always looking out for competitors performing to the best of its abilities, giving employees the experience, last but no least operating the business successfully.

McDonald do the best, providing good food for the value of money. And is still the largest fast food provider. And the company is still expanding as we speak, the performance of McDonald shows it will be a very successful company in the future