

Operations

The old Tesco was built on Wellington Street on a main road. There was also a railway station behind it and a shopping centre in front of it. This made it a prime location because it was in the middle of areas that were largely populated with potential customers.

Tesco had a very good road network that led into them this meant that the delivery of goods was efficient and did not let Tesco down.

The impact of Tesco on a small trader was quite big because Tesco has everything under one roof. So customers just come into Tesco and get everything they need which means that the products that they would have usually got from the small trader they already have.

The operations department is a fundamental part of the success of Tesco this is because the operations department helps the business lose less profit an example of the operations department doing this is:

When the Tesco in Slough became bigger the operations department saw that Tesco was in a good position so they moved Tesco across the road temporarily so that they did not lose any profit while the new Tesco was being built. While the new Tesco was being built the operations department made sure that the pharmacy and petrol station were left open in their original place because this meant that they were meeting the needs of the community.

Tesco moving to Slough was a good decision because it meant that Tesco's employees did not lose their jobs, which therefore meant that Tesco were meeting the needs of their employees. Moving to coop was also good because it meant that Tesco were still offering a service to the community.

When Tesco moved to coop they still had very good transport access as they moved to a store that was located very close. Tesco then refurbished the coop store in the Tesco way so that the customers did not get confused when they came into Tesco.

When Tesco built the new building they had to take down a 140 year old cedar tree. This tree was really important to the community so Tesco built a tower in memory of the tree.

How does the design and positioning of Tesco help them to meet the aims of the organisation?

Tesco's aim is to retain loyal people these people could be internal and external customers: the way that the operations department helps to meet this aim is by:

1. Making sure that all of Tesco's buildings are the same this is because the customers feel more comfortable to have all the Tesco's the same. It also makes it easier for the customers to shop, as they know their store.
2. The operations department also has to make sure that the positioning of the buildings is convenient and is usually on a main road. This is so that it is easy access for deliveries that are coming to Tesco and also so that the customers of Tesco can come in easily.
3. They must also make sure that Tesco is environmentally friendly by doing it shows the community that Tesco cares about the environment and the community.

Considering all these factors helps Tesco to achieve their aims.

How does Tesco operate better?

Tesco have taken the green idea of making sure that there is less pollution very seriously. The ways in which they have contributed to this idea is by cutting back on their lorry pollution. Tesco have cut back on their lorry pollution by making their lorries environmentally friendly they have done this by making sure that their lorries use unleaded petrol. They also make sure that all their distribution drivers are put on training programmes in which they are put on tests that the graded Gold, Silver or Bronze for driving skills.

Because Tesco's drivers are trained well they save 1.3 million litres of diesel. By grading drivers Tesco have achieved their aim of keeping their internal customers happy. Tesco's drivers help them to be more efficient as their supplies are always on time unlike Sainsbury who are very un efficient in bringing supplies in and getting their food on the shelves quick enough.

Administration department

Health and safety

The administration department is very important part of any business this is because the administration helps the business to be more efficient. The main jobs that the administration department does are:

- Cleaning and maintenance
- Photocopying
- Printing
- Security
- Clerical

In Tesco there are different departments that carry out these roles however in a sole trader the owner has to do all these jobs single handily.

The aim of the administration department is to make sure that the stores run efficiently, this links with the Tesco aim, which is to retain loyal customers. This is because if Tesco's stores are clean and running efficiently then Tesco are giving the customers what they want therefore making the customers happy and loyal to the business.

The process of the administration department is to **collect, process and store information**. This process is used to make things run more smoothly. Below is an example of this process in action:

If there is a fire in store then the administration department collect the data about where the fire happened, how it occurred and how many injuries were there. The administration department would then process this information to make sure that a fire like this doesn't happen again. They would then store this information so that they have a record of this information.

Tesco and the sole trader must always display rules for internal and external customers.

Tesco displays:

Where the first aid equipment is

Wet floor signs

Fire exit signs

Maps

Fire alarms

A sole trader displays:

Fire exit signs

Where the first aid equipment is
Tesco train and update their staff on the health and safety rules; they also update their records so that they know where each employee is at each time. A sole trader does not have as many employees as Tesco so is not able to do what Tesco does.

Cleaning and maintenance

Cleaning and maintenance is fundamental to any food store and Tesco must always stay clean to make sure that the food they sell does not get contaminated.

Tesco keep their stores clean by making sure that their employees are allocated to certain sections within the store. Tesco must always keep a router so that they know what sections each of their employees are covering. Keeping a router is important for Tesco because if something goes wrong in a certain section then Tesco knows whose responsibility it was.

Tesco must always keep an update of random store checks to make sure that each of the stores are keeping the same amount of cleanliness within the store. This is fundamental to the success of Tesco because if Tesco are clean then they meet the needs of the customers so retain their loyalty, which is Tesco's main aim.

In a sole trader the cleanliness of the store is important but the owner has to do all the cleaning up himself this is because the owner does not have that much of a big store for him/her to clean.

Tesco also has repairing teams in their store, this is so that if any shelves are broken or anything is loose within the store then the repairing teams can come and fix these problems.

In a sole trader the owner has to fix everything himself this is because the owner is the only person within the business the he/she is not responsible for so if the owner gets hurt then it does not matter.

In Tesco there are also teams that deal with electricals, decorating, water problems etc.. but for the sole trader he must call in outside companies to do these jobs. This therefore means that it costs the sole trader more.

Security

Security is a fundamental part of any business, as the business has to make sure that none of the products or money they own get stolen.

Tesco's security involves them having to:

- Employ security guards
- Having security codes on tills
- Fitting security doors
- Giving employees identity cards
- Having pin codes on certain doors
- Fitting cameras

The list above shows that Tesco have very advanced way of securing their stores. However a sole trader has less security devices.

A sole traders security involves him/her having to:

- Installing alarms
- Having pin codes for doors
- Fitting in shutters
- Installing locks
- Installing cameras
- Buying dogs

The list above shows that the sole trader has much less expensive ways of securing his store it also shows that the sole trader has to go through much more effort to secure his store whereas Tesco has certain department which make sure that security is up to standard.

Clerical

For Tesco the clerical department is important because it allows Tesco to get down to the main work without worrying about doing the little jobs like, photocopying, typing, store paper work. The reason for this is because in Tesco they have department that do this work for them.

How ever on a sole trader the owner has to do all the clerical work by himself as his/her business is not big enough to have department that do this type of work for them.

Overall the administration department helps Tesco to run better and is fundamental for Tesco to achieve their aims as it allows Tesco to give the customers what they want.

Customer services

“Creating value for customers to earn their life time loyalty” this is what customer service at Tesco is all about? Tesco has been at the forefront of the retail revolution they have gone all out to meet the needs of customers. The ways that Tesco has revolutionised retail shopping is by introducing non-food products, Internet shopping organic products, having everything under one roof.

Not only does Tesco care about what is going on inside the stores. They also focus on helping charities, which shows customers that Tesco cares. The charity that Tesco are focusing on this year is Tommy’s baby charity.

Tesco is helping this charity by offering:

- Assisted shopping
- Baby changing rooms
- Parent and child parking
- Baby and toddler club

I know that my local store in Slough is meeting these standards of caring for babies.

In my local store next to the customer service desk there is a baby changing room. This is evidence of Tesco putting into action what they are saying.

Another important features that Tesco offer is question time for their customers. This is an original idea from Tesco where customers get a chance to talk with the managers of Tesco and discuss what the customers like and dislike about the local store.

After the question time it then gives Tesco a chance to improve their store to suite the needs of the customers.

Tesco have a code of practice the purpose of this is to inform customers about the products, customer care and customer care policies.