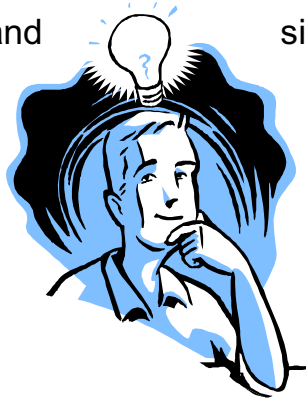


INTRODUCTION

Now I have looked at and explained the individual areas of Land Rover and Tesco and also compared the two and stated the main differences and similarities, I am going to suggest and justify changes that could be made in each area of the two companies to change it for the better.





OWNERSHIP

Tesco could form a partnership if the owner decides to team up with 2 or more people to increase the input of ideas into Tesco. A partnership is when two to twenty people join together to run a business. Each member has an equal share and say in the business, solicitors and accountants are the most often to be seen as a partnership. Brothers paring up is common. The advantages and disadvantages of a partnership are as follows:

ADVANTAGES

- ✚ Having partners can be less stressful than being a sole trader. Partners are available to cover for holidays and
- ✚ Partnerships can often find it easier to raise capital than sole traders do. There are more owners to invest money, and banks may be more willing to lend to partners. Some partnerships have sleeping partners, who invest money but take no part in the management of the business.
- ✚ It can be comforting for partners not to have sole responsibility for a business, especially when major decisions have to be made.
- ✚ Partnerships are less likely to suffer from a lack of specialist skills than a sole trader.

DISADVANTAGES

- ✚ Most partnerships have a really big unlimited liability as with sole traders, if the business fails, the partners' personal possessions may be used to settle the debt.
- ✚ Partners often disagree. Disputes can be helpful when new ideas are being considered, but disputes can be disruptive and lead to the break-up of the business. Some people enjoy having complete control.
- ✚ Many partnerships still find it difficult to raise the capital they need. Because of unlimited liability, it can be hard to attract new partners.

LOCATION

Tesco's location is especially vital if they are too far away from potential life shoppers, they have no custom at all.

Tesco should aim to locate in as many different countries as possible, maximising the total profit. The more area the stores cover the more customers they get and the higher their profit

Tesco should also think about locating, maybe a *Tesco* express in small villages in the country to bring convenience to the area and to increase their popularity with the shoppers.

ACTIVITY

Tesco runs most efficiently and smoothly as it stands, not many improvements can be made to improve this area. They already sell the majority of grocery and financial packages, but there is one area that they do not cater for.

The one thing that could be changed is that they could start a new store (like they have set up the *Tesco* express and metro) and sell mainly tools and D.I.Y. materials and maybe a section for gardening and landscaping, the store would be like a B&Q sort of place and may experience a lot of competition, but I think that the new venture could be a success and *Tescos* would then cover another part of the market that it currently doesn't .

AIMS & OBJECTIVES

Tesco have many aims and objectives and all of them are successful at present. Tesco could add another aim to its list; to make employees happy and loyal. They could achieve this by catering for them more with areas where staff can relax behind the scenes, if the employees are kept happy it has a knock on effect that keeps the customers happy and therefore they are more likely to achieve their aim of customer life loyalty and therefore increase the overall profit.



OWNERSHIP

Land Rover is also very efficient and I cannot see any changes that could be made to improve the running of the business.

Land Rover is very successful as a PLC and I think it doesn't need modifying

LOCATION

Land Rover's location is important; they need to be in an area close to employees, no land restrictions that would affect the running of the company. The site at Solihull has reached its limit for expansion and no extra buildings can be added, they could relocate where most of their business is, North America. Most of the cars produced at Solihull are exported to the north of the states Where the terrain is rough and a hardy 4x4 is needed. By making this change Land Rover would cut its cost of transport and will benefit from extra custom. By decreasing the cost of exporting the company would make an overall larger profit.

ACTIVITY

Land Rover are the leading 4x4 cars sales company in the country and make the best quality all terrain vehicles in the world

Land Rover produces many thousands of cars per year and do not offer any insurance policy in case customers have an accident.

Even though Land Rover would have to pay out repair money to claimants the total amount of money paid into the schemes would outweigh the total amount of money paid out, therefore if Land Rover gave an option of an accident insurance policy they could, overall, increase their profit.

AIMS & OBJECTIVES

Land Rover have many aims and objectives, one is to make a profit, if Land Rover make the changes / have suggested / believe that their profit will be increased by a considerable amount and the business would run much more efficiently and smoothly with the safety net of a large income if their future ventures fail.

