

Tesco Activity

Task1: Tesco

Activity

Tesco is in the tertiary business sector; their core activity is selling products to the public, being a supermarket. In their store they have a grocer, a baker, a butcher and they also sell day to day needs like frozen food, drinks, tins of food and also toys and other household goods. Their customers are just the public who live locally and need to do their weekly/daily shopping. Tesco also offers other services that are not their core activities; these include selling electronics, books, pharmacy, and furniture, garden tools, broadband, ringtones and games, phone contracts, photo centre. They also do all types of insurance like home, pet and life insurance. The business is very big.

Location

These are the nearest Tescos to where I live and some information about them.

Type of Store	Near Customers?	Near source of raw materials	Good transport links	Available skilled labour?	Available cheap labour?	Cost of premises
<u>Metro</u> 223-226 High street, Exeter, Avon, EX4 3RH	Yes, because their customers in the city centre are either working or shopping there.	No because they buy their products ready made.	No because it is small the customers don't buy much, however it must have good roads to it for delivery lorries.	No, and any managers can afford to travel further	Yes, because there are not many skilled jobs. It needs to be easy to get to by bus or walking as most workers will not have a car.	Not very big because it is expensive and no space to expand.
<u>Express</u> Churchill rd, Brixington Exmouth, Devon EX8 4JJ	Yes, because they need to be near where their customers live to buy things like milk, bread sweets, etc.	No because they buy their products ready made.	No because it is small the customers don't buy much, however it must have good roads to it for delivery lorries.	No, and any managers can afford to travel further	Yes, needs to be easy to get to by bus or walking as most workers will not have a car.	Cheaper than metro as it is not in the town centre
<u>Superstore</u> Salterton rd Exmouth Devon EX8 2TS	Yes, needs to be easily driven to and have a big car park.	No because they buy their products ready made.	Yes, because they have many more customers and are more likely to buy more things. Also they will have more deliveries and they deliver to people's houses so they need to be good for the delivery vans.	No, and any managers can afford to travel further	Yes, needs to be easy to get to by bus or walking as most workers will not have a car.	Outside town so it is much cheaper and they have room to expand.
<u>Extra</u> Lee Mill Industrial Estate, Central Avenue, Ivy bridge, Devon, PL21 9PE	No, because it is very big and attracts customers from along way away!	No because they buy their products ready made.	Yes, they have more customers and are more likely to buy more things. Also they will have more deliveries and they deliver to people's houses so they need to be good for the delivery vans.	No, and any managers can afford to travel further	Yes, needs to be easy to get to by bus or walking as most workers will not have a car.	Outside town so it is much cheaper and they have room to expand
<u>Online</u>	No, because their lorries deliver to anyone in the country.	No because they buy their products ready made.	Yes because they need to deliver a lot. Also they will have more deliveries and they deliver to people's houses so they need to be good for the delivery vans.	Need website specialists.	Yes, needs to be easy to get to by bus or walking as most workers will not have a car.	Goods come from superstore

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