

Linking Objectives

Tesco is currently the number 1 supermarket to keep their standards high and not fall down they will have to meet all their objectives; we will look at how they will do this. All businesses have objectives. Objectives are what businesses are trying to achieve over a period of time. Tesco has a large number of objectives and will use a range of activities to help achieve these objectives.

One of Tesco's key objectives is to increase its market share. This means that it wants to sell more than its rivals such as ASDA and Sainsbury and to attract more regular customers. It will do this by opening more stores across the country even outside the UK. They will need to open longer hours, as some customers will be working during the day. To attract all kinds of customers they will need to have a wider range of goods. Internet shopping has also been introduced and is expanding gradually; soon it will be a regular thing. They have three different types of Tesco stores- Tesco Express; this store is attached to garages and is very convenient to those customers who prefer not to go into the main store, as they are not buying much. Tesco Extra; this store is open 24 hours and suits customers who work in the day and prefer to shop at night. Tesco Metro; this store is located in town centres and attracts customers who prefer to do all their shopping in the town centre.

Looking at customer needs is very important, by doing this you will attract more customers. To attract more customers is probably the most important objective of all. Greeting people and showing them around would be a good start as first impressions are very important. Customer services are also very important, as you will be handling any queries that the customers have. Till receipts will record anything bought so that they know what customers are buying this way they can order more of these goods. Club cards are also a good way of finding out what customers need as you will know what each customer is buying, this way whenever we have special offers on any products we can send offers and vouchers out to the appropriate customers, they are also used to give customers money back on what they have already bought, this is done by building up points on your club card and turning them into vouchers. Tesco also accept vouchers from other stores, which will attract a lot of more customers and will also fulfil the needs of regular customers, if they have vouchers from other stores. Having a large range of goods will also help with customer needs as you will attract all kinds of customers and fulfil their needs.
