

INTRODUCTION

I have been requested to research into the communication systems of Tesco. The aim is to find the internal and external methods of communication and the advantages and disadvantages (barriers), of Tesco.

Tesco was founded in 1924 by Jack Cohen.

The first store opened in 1929 in Burnt Oak, Edgware in North West London.

It evolved over the years and is today Britain's leading food retailer.

With more than 75 years of successful retail experience, Tesco has developed a unique management style. Tesco are now making moves into non-food markets with an aim of taking a leading market position in Central Europe and Asia.

The purpose of communication within an organisation such as Tesco would be to give information to its public and employees e.g. to perhaps inform staff of a future meeting, or to provide customers with details of a promotion. Also Tesco need to collect information e.g. Such as personal details of employees, which would be needed for personnel records, or market research data on sales of products. Communication is needed to keep Tesco running smoothly, Tesco employees need to know what he/she has to do, and do it to the best of their ability's. For Tesco to have a good reputation to the public they need to have good communication to eliminate errors, manage problems and deal efficiently with customers complaints/queries.

If communication is good then the organisation would become consistent and coordinated. Also accurate and up to date information would be given to employees and customers in order to promote deals and keep staff noticed of important dates.

The employees would feel good that they have a say in the work thus motivating them to work hard. Good communication would clear up any misunderstandings and jobs would get done well, and on time. Communication would provide the manager with feedback on previous decisions, and because the company would be consistent and organised less problems would transpire and would brighten the image of the organisation.

If communication is bad then managers may not keep in touch with employees views this could result in frustration which could lead to a strike. Also the outcome of poor communication is bad decisions being made from bad communication and could result in loss of business opportunities, which could lead to lost money and jobs. If communication isn't good then the products and services would not be good which could lead to annoyed customers who could take their business elsewhere, this could give the company a bad reputation.

There are many reasons for why this might happen; the language was too difficult for the recipient to understand and so was not passed;

The sender sent the message (medium) unsuitably e.g. sending a very urgent message by post;

The sender or receiver found it hard to use their device of communication and so didn't send message properly or couldn't receive it;

Feedback was not received, and so the sender didn't take any action;

The receiver did not receive the message because they don't like the person or don't want to do the job;

The message got muddled from being passed around too much;

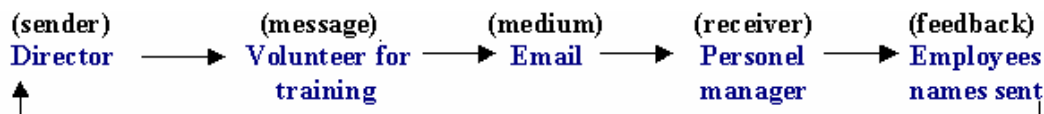
Physical barriers occurred such as not enough paper in the fax machine, or there was an equipment breakdown e.g. poor telephone line.

Tesco being a large company with 729 stores in the U.K, 979 stores nationally, and employing 280 million nationally, means they have to use reliable sources of communication in order to run an efficient business.

I will find out the most popular and efficient method.

Process of communication

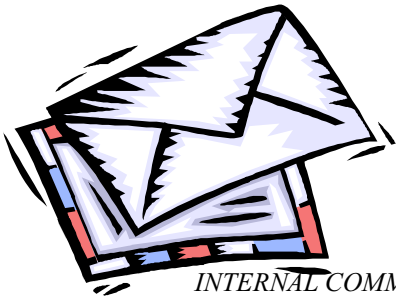
1. The Sender
2. The message
3. The receiver
4. Feedback



PROCEDURE

In order to carry out this investigation, I intend to read Business and communication by Edexcel. I intend to go on websites; www.Tesco.com and review the Tesco CD. I will also look at the Tesco internet access pack. I will make a questionnaire to ask opinions of Tesco staff on the communication methods used in their organisation from the information I will make graphs My questionnaire and graphs will be appendices to the report





INTERNAL COMMUNICATION USED BY TESCO

- **FINDINGS**

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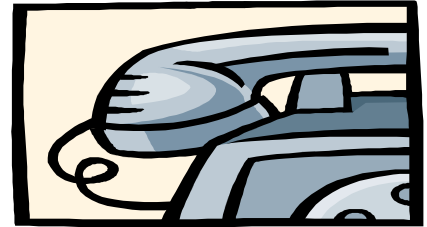
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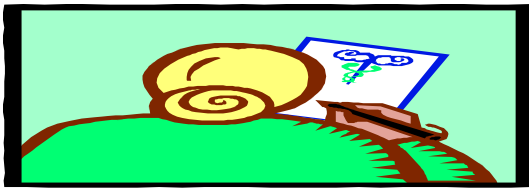
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Fax

Fax is ideal for Tesco to send urgent documents and contracts. The problems of sending a fax is that you would not be sure who would be reading your fax, you can't send thick booklet's and physical barriers such as lack of paper may occur.

Memoranda

Memoranda are perfect for employees working in the same branch who want to write quick informal messages.

E-mail

Tesco use email because its good for them to communicate with local(LAN) and national (WAN)branches because they can send quick messages. The problems are that you can't be sure that your message will be read.



Club-cards

Club-cards are a form of internal communication because Tesco stores every item that you have bought when your card is swiped, this means that they know what's been selling the most and the least in that certain Tesco. This information is stored in a database and used for many things such as knowing what items to stock extra of, & finding ways of promoting the least selling items

letters

letters are ideal for documents that aren't in a hurry to be promoted nationally or locally. The trouble with post is that nationally it's not very reliable and a translator would be needed.

Word of mouth

Tesco employees would use communicate in their own brief messages and gets straight confusion and misunderstanding.



word of mouth to branch. Its good for passing to the point without any

Notices

These would be messages normally on single pieces of paper and would be displayed on a notice board to inform of arrangements or to remind Tesco staff of a meeting.

Meetings

Tescos hold a staff meeting every month. It's to discuss problems, new arrangements, new ideas, promotion ideas etc it's a very good form of communication because all staff members are together to all give their input

Computers

They're essential to the club card system as without the system of computers it would not even be feasible to run it manually and also emails depend on computers.

Reports

They're written assignments that have requested for a subject to be looked at e.g. to present information on a market study to the managing director of Tescos. Annual reports are also written e.g. to tell share holders how well tescos has been performing

EXTERNAL METHODS OF COMMUNICATION USED BY TESCO

- *Billboards*
- *Websites*
- *Tesco cards*
- *Vouchers*
- *CD ROMs*
- *Television advertisements*
- *Tesco online (internet)*
- *video conferencing*
- *forms*

Billboards

Billboards are good for communicating because they are situated in busy places. Tesco normally show their best selling items on their billboards for passing drivers. Also you'll find that their billboards are near a Tesco's. Billboards are changed frequently though.

Websites

Websites are used to store lots of information for customers, e.g. latest CDs sold in Tesco's, wine, store locaters, careers at Tesco, information on a baby and toddler club etc.

Club-cards of Tesco

Club-cards are also used an active database (see encourage the customers customer keeps using



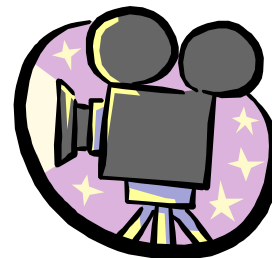
for customers . Tesco need to keep internal club-cards) they need to to use their clubcards more so if the their card they receive vouchers.

Free CDs

CDs are also given as a way of communication. The CD is about shopping online.

Television advertisements

Telly advertisements are good because of the large amount of viewers. It's a chance for viewers to see new items and promotions. It's a bad way of communicating because of the people who might not pay attention to adverts.



Internet

The internet is used to allow people to shop from home at any time on their computers Using "Tesco online." They simply connect to the internet and then send over the order, also the time at which it is to be delivered. This type of shopping is also becoming available through television such as sky digital, Tesco has also created a free internet package, where the connection to the internet is free and you just pay for the local phone call.

Video conferencing

The disadvantage of a meeting is that not everyone can make it and so questions and advice would be left unsaid that's why video conferencing is useful you can converse with someone perhaps in a different country who couldn't be there, by talking into a web cam

Forms

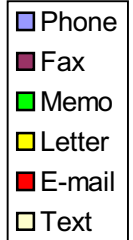
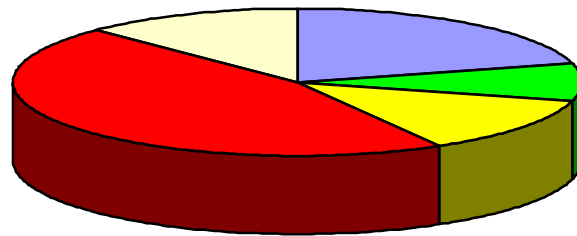
These are extremely important for Tesco as they are needed to order stock .

My opinions on the findings

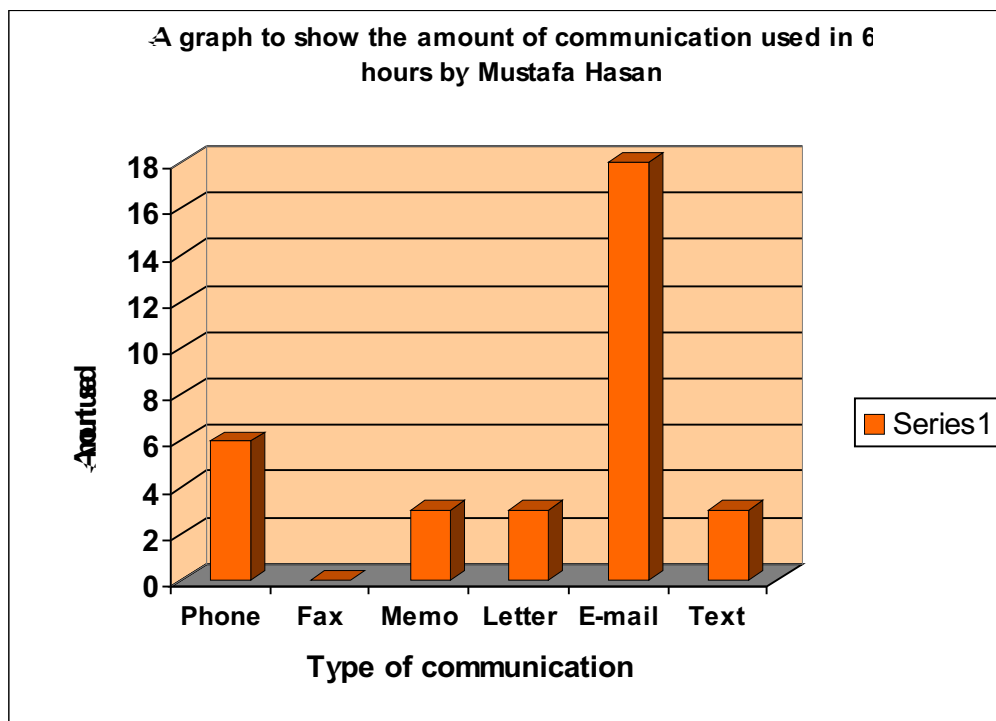
So far into my research I would say that the best form of communicating internally are meetings because they allow you to discuss and opionate as a group the best way to communicate externally would be advertisements on television due to the large amount of viewers.

Types of Commication	Amount of people who use it
Phone	5
Fax	0
Memo	2
Letter	3
E-mail	11
Text	3

Amount of communication used by 2 Tesco employees in 4 hours (2 shifts)



communication type	amount used in 6 hours
Phone	6
fax	0
email	18
text	0
memo	3
letter	3



Both the graphs show that email is the most popular device for communicating. Fax seems to be the most unpopular device for communicating.

I think my sources of research (questionnaires and interviews) were ok but I would have preferred it if I could have sent my questionnaires to more staff thus receiving more statistics and a more accurate answer to the most used communication. Other ways of getting my information could have been chatting on the internet to my desired tesco employee this would have enabled me to receive my answers without the hassle of meeting which would have been more convenient to the employee.

CONCLUSION

I therefore conclude that from my research I have gathered that emailing is the best form of communicating internally and externally of Tesco's simply because all Tesco's have the internet so all branches can communicate and also compared to other forms of communication email is the most reliable because physical barriers wouldn't occur as frequently as faxing or texting. Also from an environmental point of view emailing is very friendly because no paper is being used which would prevent deforestation unlike faxing, letters and leaflets. From a social view emailing is very suitable e.g. Tesco employee weekend trip to

Cumbria email back for more details! Emailing is great because you can highlight records and send your email message straight away to all of them instead of one by one.

Computers are rapidly evolving and you can easily say that majority of the public have a computer which is a great from a business point of view for tesco because the public would be receiving plenty of information through their computer such as vouchers which would entice them to shop there.