

Task 4

Tesco Plc

Tesco is a supermarket chain based in the UK but has now also expanded internationally. It originally specialised in food groceries but has extended their retails into areas such as clothing and household goods. It has also branched out into areas such as consumer financial services, different types of insurances and telecommunication. It is the largest retailer in the UK as well as being the third largest globally with profits exceeding £2 billion.

Tesco took advantage of the new technology and started an Internet shopping service. Every product available in store such as food, beverages, home, clothing, telecommunications and finance, are also offered online.

The website has a search facility where products can be typed in and results will be received within seconds which saves a great deal of time instead of walking through the store's aisle looking for it. The advantage of this website is that they are gaining more customers not just through their stores but as well as online since there are many people who are too busy to go down the store itself. The advantage this brings to their customers is the convenience it gives to customers as they can shop in the comfort of their own homes.. Tesco also offers a loyalty card, branded 'Clubcard' where points collected can be converted into coupons which can be redeemed for extra points, discounts or cash totals that can be spent in-store, online or on other Clubcard deals. This long-time promotion attracts more customers as they can save a lot of money when they shop in Tesco.

Although shopping in Tesco online has a lot of advantages, it also has drawbacks which include customers' preferences on the products. A lot of people still want to check the items before they purchase them such as the ingredients/ contents or freshness of the food, the right size, colour and design of clothing items, etc. If some customers are not satisfied with the goods, this causes a hassle of returning them and this might put them off from buying online. Another issue that concerns the disadvantage of online shopping is the delivery issues where products should be received by the customers in their top condition as soon as possible.

Most deliveries are done according to areas depending on how many households should receive the deliveries. The main problem with this is the time customers are losing and wasting due to waiting for deliveries as not every one's shopping would be delivered in the exact time said. This can be due to traffic or waiting for other customers to attend to their deliveries. This problem can put off people from buying online and would just prefer to shop in-store to be able to take their items home with them as soon as it has been paid for.

Tesco can improve their website by making a more suitable layout where all navigations can be seen and be used easily. The company's current layout is manageable but I think they could do better when it comes to how navigations and information are laid out. They could also allow other people such as potential customers to access and browse through their products and services even if they have not signed in yet, or even if they are not a member. Doing this can help people who are not familiar with Tesco have a better idea and might also persuade them to shop online.

Another factor that they need to improve is their search facility, where they can create an advance search option to show more products of they are looking for. They could also set a page where customers can communicate with each other, share ideas and comments like a new group or forum. I think this will help the company gain more customers that would be able to help them increase their profits.