



COMPANY ANALYSIS

TESCO PLC

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

In this case study was appointed to examine how a company managed to make a improvement of the products by deliver a specific set of benefits, services, experiences consistently to the buyers. The company that I choose is Tesco PLC which is the biggest retail chain of U.K and this company offer variety of household, food and hygiene products. Nowadays, as we can see Covid-19 has spread around the world and alarming death rates for every country. Thus, Hand Wash become second of the crucial products after a mask in preventing the virus. The function of hand wash is to keep our hand clean as the virus easily spread from one person to other hands. Therefore, when it comes in choosing hand wash, there are variety of the products that we can pick in this world, but the efficiency of the products gives a huge impact for the customer in making decision.

Even though, there are many of benefits in Tesco Hand wash, but it's also have lacking in the idea of improvement of this item. Firstly, the products can cause environmental issues. Secondly, the products appear with harmful ingredient which cause allergies reaction for some customer. Thirdly, the size of the product only suitable for certain place and inconvenient to bring anywhere and lastly is the product is lack of safety features from children (not child-friendly).

From this problem, there are a few possible alternative that we can improve by making changes in a few aspects such as the material of product can replace by using biodegradable for paper or innovation soap bottle. Other than that, the ingredients of the handwash liquid can improve for finding a safe ingredient to replace which can avoid any allergic reaction and option to be free harmful ingredient are additionally can be another alternative to be included. Moreover, the travel size and safety features can be one of the solutions from the problem appear.

To summarize, the recommendation had been explained by taking consideration of every aspects. Some of the solution is made by combining all aspect in one solution such as biodegradable factors and making new preference for the customer to choose size packaging following their needs. Thus, the harmful ingredients such as fragrance can innovate with properly formulated fragrance.

owners (Google Sites , n.d.). In this case study will include the company analysis of Tesco’s products with recommendation that can improve the problem.

2.2 Organizational Structure

*Refer appendix A

2.3 Products/Services of Company

Tesco PLC have numerous type of Hand wash: Tesco Anti-bacterial Hand wash, Tesco Everyday Value Hand wash, Tesco Extracts Hand wash.

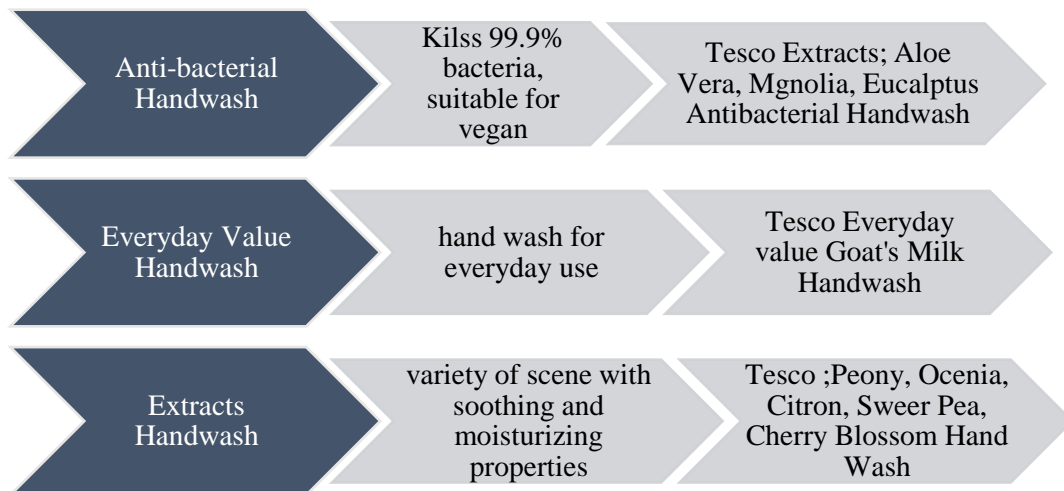


Figure 2.3

2.4 Business, marketing, operational strategy

2.4.1 Business

A. Business Type: Public Limited Company (Retailing)

2.4.2 Market Strategy

- A. Target Market: All categories
- B. Tesco has expanded globally their business into 12 countries around the world to maintain and produce more quality product by following their customer preferences and making all customer can afford to buy their products.