

Business online

[Business](#)



In order to investigate my assignment I am going to conduct a research of an organisation that has an online presence, and I am going to compare my chosen business with a different business that doesn't have an online presence. An online presence means setting up a Web site for your business. The Web site may have a variety of functions, ranging from promoting the company to a wider audience, offering support/advice or selling products and services through e-commerce.

Jack Cohen, who served with the Royal Air Force during the First World War, founded Tesco. After returning in 1919, 21-year-old Jack invested 30 pounds of his reward for military service to buy surplus food stockpiles and he opened a little stall in East London. On the first day he had a four-pound turnover and one pound profit. Little by little, his business started to boom and Jack expanded to other markets all over London. He also began wholesale trade.

Slowly this business expanded and at this present time it's the leading supermarket across Britain and also a multinational company and trading in a multiplicity of different countries, Tesco has also begun to further develop into selling not just grocery but also in other operations such as insurance policies and mortgages, gasoline retailing (Tesco express), small urban stores (Tesco metro), electrical/computer products for instance games, cds, DVDs, mp3s devices, toys etc... The company runs more than 2, 700 supermarkets, super centres, and convenience stores in the UK, Ireland, Central Europe, and Asia.

Built on the " pile it high and sell it cheap" philosophy of founder Jack Cohen, Tesco abandoned its discount format, with its down-market image, for a

variety of dressier midmarket formats. Now a global leader in online grocery sales, it owns a 38% stake in US grocery chain Safeway's grocery works.

Pictured is the present view of Tesco's web page. As you can see they are promoting their services by advertising them on its web page, there are of sub headings on the bottom of the screen. Across the page there are headings leading/linking to other products and information about Tesco plc.

Majority of the businesses are in trading to make a profit, they're known to be in the 'private sector', most of these organisations have set an online presence on the Internet. By creating an online presence would increase the number of customers and would give the business more opportunities to expand on its business. By doing this it has helped the business to reach most of its aims and objectives. As already mentioned I am going to conduct a research on a well-known business, 'Tesco', and to carry out a research to identify its aims and objectives.