

Tesco company profile

[Business](#), [Company](#)



The company has also established a strong customer base by effectively utilizing the information held within their systems by leveraging the concept of Customer Relationship Marketing. Alongside, the company has effectively performed the process of data mining through directly analysing the information from the EPOS (Electronic Point of Sale) Systems installed in their shop floors so as to identify the potential customers and enter new target markets and business segments.

The implementation of the file maker systems in line with their point of sale systems to produce store specific adverts and promotion banners has apparently leveraged the company an edge over its competitors in the supermarket chain. The online shopping system TESCO WEBSITE In the light of the above argument, an insight into the TESCO website reveals the following results.

The company has a highly structured website that has classified its products efficiently based on the departments and then provided a two stage categorisation for identifying the actual product itself. The two stages of categorisation are achieved by the providing a short list of hyperlinks under a selected category so as to enable the customer to view the products.

The website also provides an interactive help system that efficiently guides a new user to quickly get accustomed to the online shopping process in order to encourage the customers to shop online. Apart from the easy to navigate system and the help provided online, the company has also established a dedicated call centre service especially to attend to the queries of the online

shoppers including support on completing an order as well as serving the customer queries on existing orders and deliveries.

Alongside, the feature of reserving a delivery schedule before starting the shopping process itself makes it further easier for the customer to decide on the products to prioritise on the order placed. This provides an additional benefit of gaining customer satisfaction as well as a second to none service in the online shopping system to the customers.

The aforementioned statements further justify that the TESCO Plc has apparently gained competitive advantage in the electronic commerce mode of retailing in the supermarket chain segment of the retail sector in the UK. Alongside, the company has not only established the online transaction system for the sale of its retail products but for cross selling of its other services including DVD rental, finance and other services. This complete existence of the company over the Internet has apparently proved successful in gaining competitive advantage in the market.

The above analysis has proved that TESCO Plc has leveraged competitive advantage through strategically deploying the electronic commerce system in its website and conducting transactions quickly in order to provide timely delivery of the products and services. The research conducted so far is based on the secondary information resources and hence to derive on a concrete solution, a primary research in the form of questionnaire is carried out. The next chapter provides a critical overview of the research methodology and the scope