

Tesco malaysia



**ASSIGN
BUSTER**

Tesco Stores (Malaysia) Sdn. Bhd. was incepted on 29 November 2001, as a strategic alliance between Tesco Plc UK and local conglomerate, Sime Darby Berhad of which the latter holds 30% of the total shares. Tesco Malaysia commenced operations in February 2002 with the opening of its first hypermarket in Puchong, Selangor. Tesco Malaysia employs nearly 15, 000 employees and operates 40 stores and in two formats following the acquisition of the Makro Cash and Carry business in Malaysia in December 2006.

These are: Tesco Hypermarkets The hypermarket format offers customers a complete one stop shopping for their needs from fresh food to groceries, from household needs to apparel. It carries more than 60, 000 lines of products including nearly 3, 000 own brand of products ranging from food to non-food items. Tesco Extra Hypermarkets

The Tesco Extra format serves the needs of small businesses, families and individuals all under one roof by providing a comprehensive range of products and services focused for small businesses including bigger pack sizes, special trolleys and checkouts as well as a dedicated business development team to support small business owners with their orders. Tesco Malaysia is the only Hypermarket to run its own loyalty card, which returns money to customers 4 times a year.

Tesco Clubcard and Biz Clubcard were introduced, as a way to say thank you to customers by giving money back to them. Clubcard has received an overwhelming response from customers with nearly 2 million household members signed up to date. As of January 2009, Tesco have rewarded nearly

RM10 million worth of Clubcard Cash Vouchers to the customers. As a responsible corporate citizen, Tesco Malaysia has responded and worked with communities including NGOs such as the National Cancer Council (MAKNA) to raise more than RM500, 000 for the Tesco-MAKNA Cancer Research Fund for Life.

As part of its global commitment, Tesco Malaysia is market leading on tackling climate change in techniques of energy saving, launching Green Clubcard Points to incentivize customers shopping with their own bags, introduce degradable carrier bags, promote positive behavior among staff through Energy League competition intra stores and a recycling centre to facilitate customers to do their part for the environment. It is Tesco Stores (M) Sdn Bhd's aspiration to create value for customers to earn their lifetime loyalty.