

Aims and objectives essay



**ASSIGN
BUSTER**

Tesco's provide more of a larger scale of groceries and food than non-food goods. This is the general superstore, which families and people may go to for large stocks of food goods.

This is why they have larger trolleys and larger car parks. Tesco Extra are opposite to what the general Tesco offers and provides, they sell a larger scale of non-food goods, such as electrical equipment, health care etc. Tesco Metro stores are smaller than Extra stores as they can be found on high streets and in city centres. They provide products such as on-the-go sandwiches, drinks, and a mini cafe beneficial to busy shoppers. Tesco Express are like newsagent shops, which are convenient to neighbourhoods, they sell limited amount of products such as milk, bread, eggs and other products, which people use daily. The smallest of all Tesco's are One Stop; they are very small shops, which can be found near town centres and residential areas.

The Tesco brand is "everyone, everything, everywhere and anytime". I believe this means that they have everything to meet everyone's needs and are available to everyone at anytime anywhere, implying most places. This is what makes their business so popular because their products and services are aimed to be beneficial to everybody. Tesco falls into the tertiary sector of a business as it provides us with a service.

Tertiary includes service industries (Tesco), leisure (e. g. David Lloyd Leisure), transport (Cabs), finance (Tesco finance), distribution, retailing, wholesaling, and communications. Businesses, which categorize into the

tertiary sector, are usually larger companies or businesses with many suppliers. Other sectors include; primary; secondary and quaternary sector.

The primary sector is the companies and firms, which extract raw materials from the earth. This includes mining, quarrying, fishing, agriculture, and forestry. An example of this may be jewellery specialists whom may have extracted their own pearls and gold. The secondary sector is the processing of raw material into finished or semi-finished manufacturing.

These businesses help with the making process of products. Also, quaternary sector is hi-tech industries, which includes health, training and education, all of which are government funded. All of the above are general aims, which most businesses wish to achieve. The most important thing for a new business may be is survival. This is because if they are incapable of surviving and sales decrease, profits decrease and they may become bankrupt and be forced to shut down.

It is important for a business to make profit to earn money and achieve. It is also important for them to provide a competitive service to achieve maximised profits and compete against other businesses that sell similar products by winning over customers. They would also want to be environmentally friendly not to upset stakeholders such as pressure groups, which can result to protests. It is important they offer a charitable, voluntary or community service for non-profitable reasons such as helping the needy. Most of all, it is important for a business to maximise sales or the quality of their products or services to gain more customers therefore earn more profit.

Tesco's most important aims are to remain with a good reputation and customer views.

This is important because if customer and consumers find that the business has given them bad quality of a product or service they will recommend not to go to the Tesco business. This is also known as word of mouth. However, if the word of mouth, which is given, is good, Tesco's are to benefit from more customers therefore gain more profit. Tesco's has met all of the above aims. In terms of providing goods and services to the local community this is successful as they have a Tesco store in almost every town therefore buying Tesco's products is no longer optional but now beneficial and well known to all customers nationwide. Also, being environmentally friendly has been met by Tesco's as in every Tesco Extra car park recycling bins have been provided so when customers are visiting the store they may recycle goods such as, paper, green glass etc.

Tesco's are also successful for providing a competitive service as they compete with other stores such as Sainsbury's, Morrisons, Asda, Waitrose, and newsagents in terms of prices and quality of their products. Tesco's have survived and expanded their business as no stores have shut down in bad circumstances, however more have opened up. Tesco's are advantageous to environmentalists and pressure groups as they provide charitable and voluntary services with recycling bins, Tesco vouchers for school computers. They also organise events such as the women's breast cancer research appeal run and fund for local school's sports days. Tesco's have met their aim to maximise sales and improving the quality of their products and services as they give out surveys and questionnaires to

customers to see where their weaknesses are and how they can improve. They recently had met their quality aim as they introduced ranges of Tesco brand; one including Tesco Finest.

For the Tesco Finest products they are a much higher quality than Tesco Value, however, come at a higher price. This has also been proven as they quote “ lowering prices every week”, which shows Tesco are aware of the general price for products in their market and haven improved to suit customers’ needs.