



Programme	MSc Management MSc Management with Project Management
Module name	Business Project
Schedule Term	
Student Reference Number (SRN)	
Report/Assignment Title	
Date of Submission <i>(Please attach the confirmation of any extension received)</i>	
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Digilink Assignments

Executive Summary

The report was commissioned to developing and providing relevant information related to Tesco for their implementation. The assignment consists of details and information including Tesco's approaches and policies to maintain its position in the competitive market. Although the report has focused on challenges and problems faced by Tesco that needs to be resolved for betterment and further profitability. Tesco had envisaged the use of communication and information technology to improve their relationship with customers related to providing information and related operations, financial and delivery details with the help of internet. It was observed that Tesco's ability to engage with environmental problems and sustainability is limited.

This executive summary is about the state of the retail industry in the UK and how Tesco, a leading retailer in the country, can maintain its dominant position in the face of external pressures such as financial and political crises. The study suggests that Tesco can do this by implementing risk management measures and introducing a new brand. However, the summary also notes that Tesco currently lacks a competitive edge and has limited control over subsidies, which make it vulnerable to external pressures. Overall, the summary highlights the importance of adapting to changing consumer preferences and embracing technological advancements in order to succeed in the UK retail industry.

The major goal of this paper is to provide suggestions for working on environmental factors and sustainability, since people are becoming more conscious of their lifestyle choices, whether they are related to food, clothing, or other products. Food and clothing are basic human needs; however, they are becoming increasingly diverse. As a result of the increasing demand and trend, Tesco must implement several strategies to preserve its reputation in the market while also keeping them up to date in order for Tesco to be the first choice of customers over other companies. According to Pulker (2018) Tesco must adjust their style of dealing with people and other suppliers if they want to gain more profit. They must surrender some of their expectations at a time in order to attain a long-term aim and market goodwill. Moreover, the study has been focused on stakeholder analysis as well by which Tesco will be able to identify their key stakeholders. Further some recommendations have been made for Tesco PLC such as they must

focus on communication strategy, logistic improvement and forecasting improvement (Pulker et.al, 2018).

Digilink Assignments

Introduction of Tesco PLC

Tesco PLC is one of the largest retail markets with the presence of online and offline stores, the retail stores offers the wider range of products including best quality food items, non-food items, health care and beauty products, clothing, electronic items, furnishing, home appliance, stationery and many more. Tesco is focusing on building an inclusive workplace for their employees a place that celebrate culture, personalities and ideas who share same motive and purpose for the betterment and to provide best services to their customers. The aim of Tesco is to become stronger in the sector of non-food items as they have already gained a good reputation in food items. Tesco is focusing on implementing new areas for their customers in financial areas such as Tesco personal finance, internet shopping such as tesco.com, and trying to implement telecoms products such as broadband services. It was observed that Tesco is a leading retailer with a long-term strategy for growth globally. Tesco is operating its business with multiple fields such as convenience stores, hypermarkets, supermarkets and super stores. According to Moura (2021) it was observed that the annual revenue of Tesco for the 2022 was \$84.139B an increment by 12.15% from the year 2021. Also, the annual revenue of Tesco for the 2021 was \$75.022B a decrement by 9.37% from the year 2020 (Moura 2021).

The main challenges and issues that are faced by Tesco are their pricing strategy, environmental challenges and unable to target more shoppers. Which means the competition is increasing in the market and other companies are also getting into the market of retail. So that it is getting difficult for Tesco to maintain the reputation in the market as people no have more options they prefer less expensive products that are offered by other companies.

In UK there are several other popular chain of retail markets in which Tesco plays an important role in specific settings. Other than that Sainsbury is also a leading company of retail sector in UK. In this report the major focus is on challenges and problems faced by Tesco that are obstacle for the growth of this company (SPARKS 2018). After that the report emphasised recommendations for the current problem. Further the focus would be on impact of research on the stakeholders. Then evaluation and analysis with secondary data will get done for the report.

Challenges and Problems faced by Tesco PLC

Price

No doubt the success of Tesco is because of variety and low price of products. In the initial time Tesco maintain its position by offering low price to the customers but as competition increased they have faced a lot of changes in their financial terms as they were unable to make profits with this low pricing strategy (Sharmaa et.al, 2018). One side if they increase the price of their products, it doesn't match with the quality of the product as same quality of product is offered by other competitors at lowest price. By which Tesco has faced a setback such as downward shift in their products, scandal related to accounting.

Implementing strategies

Tesco has faced consequences in executing its strategies, counting technological failure, competition in the market, and short expenditures to suppliers. This impends materials to customers. Besides, Tesco can enlarge its operations to other locations assumed its solid economic base. Tesco is unable to attract more and more customers because of huge demand of products and variety in the market as other competitor are selling those products on less price. Now Tesco is implementing signature low price strategy (Roznizam et.al, 2018). Although they are now implementing with media and printing strategies to promote their products as the Tesco and other companies are heavily dependent on promotional offers to attract people.

Environmental issues

Nowadays green issue is fetching more to the customers, as people are getting more conscious about their health and safety so they prefer sustainable products that do not affect them as well as nature, so Tesco must focus on waste and recycle programs that are set up by the government. They are currently unable to manage environmental issues related to recycling as they use more of packaging for their products (Evans and Mason 2018). Although they are producing more agriculture-based food which cause deforestation as they are more focused on agribusiness that supply feed related to animals which continuing deforestation with liberty.

Unable to target shoppers:

The main problem Tesco is facing in the current times are that they are not sure about who they should target. The demographics of supermarket consumers are that 42% of the consumers lies between the age group of 24-35 (SPARKS 2018). Tesco's target market is consumers who appreciate diversity and are price-conscious. Tesco began as an elevated, reduced retailer with the objective of serving all demographic classes. Furthermore, shoppers realised that quality of Tesco product is getting dropped day by day and their services are getting patchy and they don't have that much stock as per the needs and wants of customers so that shoppers are looking for another partner instead of Tesco.

Influence of thrifty customers

It was observed that the inflation related to grocery has take a positive turn after two ears of being negative because the pound is falling in value, the majority of the gains will go to the suppliers of Tesco. The pressure to decrease prices and forfeit profit, counting any savings from buying. Tesco is facing bigger problem in their stores (Putra and Muzakir 2020). Consumers act as a pressure group for business as they put their awful pressure to meet their desires and needs.

Purpose of the Report

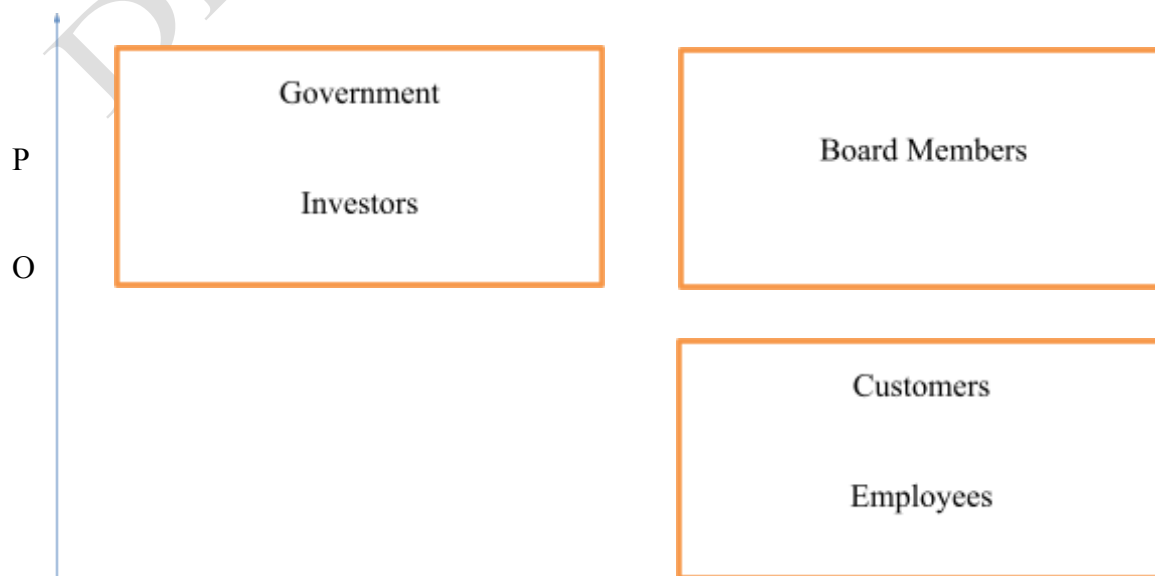
The aim of the report is to evaluate challenges that are faced by Tesco, such as Tesco is lacking to work with environmental factors and sustainability. The main motive of this report is to give ideas for working on environmental factors and sustainability as nowadays people are getting more aware about their life style weather its related to eating food, clothing or other items. Food and clothing is the basic necessity of human being although they get more and more variety for that. So as per the increasing demand and trend Tesco must implement with different strategies to maintain its reputation in the market also make them up to date according to the trend so that the first preference of customers become Tesco instead of other company.

Stakeholder Analysis

Stakeholder Map

Stakeholders	Influence	Level of Engagement	Stakeholder Type (Internal/External)
Customers	Medium	Neutral	External
Investors	High	Supportive	Internal
Government	high	Neutral	External
Employees	Medium	Leading	Internal
Suppliers	Low	Supportive	External
Board members	High	Resistant	Internal

Stakeholder Matrix





I N T E R E S T

Evaluation and Analysis with Secondary Data

As it is classified that most of the consumers are very concerned about the price of a product and it was also known that *price of every product is divided into three sectors these includes fixed price, fair price, and relative price*. Price factors are known as one of the most important factors that play a very important role in influencing the decision for buying a product. Without a mistake, Tesco's growth seems to be due to the wide selection and affordable prices of its items (Safitri, 2018). Tesco first held onto its status by providing low prices to clients, however as challenges for the industry, company was forced to make significant adjustments to expressing personal economic situation since company were not able to generate revenue using this reduced pricing approach. For the one hand, when companies raise the cost of their items, it doesn't correspond to the performance of the product because other rivals are selling nearly identical thing at a lower price while maintaining the same level of performance.

How Tesco had a defeat, for instance a decline in the quality of its merchandise or an accountancy issue. The article classifies that other organizations are getting a lot of profit because of the new strategy Tesco implemented within the business by increasing the prices of the product and it lost a lot of customers. According to *Indah Safitri* brand image is mainly created by the support from the public and most of the middle class public in the nation support the organization that provides a decent price for all of its products. Individuals are now more branding aware throughout the majority of such things they buy due to the dynamic nature of something like the amount of commercial and the increased influence of sales force upon that lives of the average person (Safitri, 2018). Users find several aspects of an item when making a decision to buy it, including durability, functionality, characteristics, and perhaps even the

country of origin. Price is a very important factor for the product in every business and it is necessary for the business to provide a decent price for its customers and make them more loyal towards the business.

One of the world's biggest stores inside the UK as well as one of the valuable grocery firms globally is Tesco PLC. The business seems to be a constituent of such Hang sang index and therefore is traded upon that Stock Exchange in London. Tesco already has outlets all throughout the UK, the Republic of Ireland, including Central Europe, selling a vast variety of goods. Upon that issue of such growth prospects, metrics including Gross domestic product, labour force participation rate, deflation, growing populations, and the amount of disposable income have been examined (Ciampi et al., 2020). The most notable aspect of these macroeconomics variables was how significantly these impacted the results of such food retailing industry including both terms of quality and quantity, more for every in their respective unique ways. The study gives a broad overview of such firm, along with its background, pricing structure, objectives, quantitative measures, as well as financial reporting.

The article is amazing and it contains mainly all the information about the organization and most of the different information are included in a single source plus this article also provides answers for every issue and challenges classified in the business (Ciampi et al., 2020). This research is very good for the person who wants to learn more about the retailing and Tesco organization plus it also identifies the challenges and a strategy present within the organization and also provides information about the future plans of the business. Tesco has seen negative effects as a result of the policies it has implemented, including technology setbacks, economic rivalry, and under spending on providers. For consumers, sustainability means resources. Additionally, Tesco's robust internal economy allows this one to expand production to several areas (Ciampi et al., 2020). Due to the enormous industry demand for merchandise as well as range, as well as the fact that other retailers are providing such items for less money, Tesco is struggling to draw in increasing numbers of consumers.

Tesco's renowned low pricing approach is currently being used. Despite the fact that they are increasingly using marketing as well as publishing tactics to sell their goods, corporations like

Tesco and others rely significantly upon special promotions that draw customers (Ciampi et al., 2020). Strategies play a very important role in every business and if the strategy is not implemented significantly it can cause a big issue within the workplace this is one of the biggest challenge business faced and it is necessary to implement better strategies for the business in future to improve the revenue. Low pricing strategy was one of the best strategy organization has used and this helped the organization in creating a long term success within the complete retail industry plus their everyday low price strategy has increased the growth of the organization significantly (Ciampi et al., 2020). But in the current time because the organization has increased the prices on the product that caused loss in the sales of the organization and customers are not satisfied by this strategy.

Environmental issue is one of the biggest issues that most of the organization faces and this can cause a lot of problems because this issue is created naturally. Tesco should concentrate upon garbage and recycling programmes that have been made by the parliament because consumers are becoming increasingly interested in green issues as individuals become more concerned about their well-being as well as security and want ecological items that do not harm themselves or perhaps the environment (Moura, 2021). Due to the fact that they utilise additional material on manufacturing goods, businesses are now unable to handle ecological problems including recycle. Despite the fact that they have begun concentrating further on farming which provides agricultural products, that allows destruction to go unchecked, companies are generating more agricultural production foods which thus destroys forests (Moura, 2021). The article is fantastic and it mostly covers almost all of the individual's personal information. Many of the many elements of data are gathered in one place, and that this page also offers solutions to all of the problems and difficulties categorised as company obstacles.

This study is excellent for anybody who desires to learn something about merchandising and indeed the Tesco organisation. This even highlights the problems and strategies that are existing inside the organisation as well as offers details on the upcoming goals of the company. This article provides information about the issue organization face because of environmental problems and also about what strategies organization might use to reduce the effect of environmental damage within the organization (Moura, 2021). Tesco is classified to face a lot of problems in the

past decades and also has implemented several strategies that are necessary for the organization to achieve success and increase revenue for the future. This article argues that perhaps the financial industry is the group that has the power to change fundamental cultural beliefs with in direction of environmental rehabilitation (Moura, 2021). To include the finance industry mostly in initiatives towards preserving and repairing environment, and enhancing sustainable circumstances.

Targeting the customers is one of the biggest issues Tesco has faced classified by Graham and Kennedy. The organization has created several strategies to find information about its consumers and to attract more people towards the organization (Vuong, 2021). The biggest issue Tesco is now dealing with is the fact that they're unsure of their target market. This grocery demographic segmentation are hat Customers between both the ages of 24 and 35 make up 42% of the market (Vuong, 2021). The targeted audience for Tesco consists of individuals that value variety and are cost-conscious. Tesco was founded as a streamlined, enhanced supermarket with both the goal of catering to all population characteristics.

Additionally, consumers had seen that Tesco's consumer satisfaction was declining daily; their services were becoming inconsistent, because company didn't have nearly enough inventories to meet their demands as well as wishes (Vuong, 2021). As a result, consumers started seeking for alternatives to Tesco. Different categories and facets are classified in the development of targeted customers plan because this plan helps in improving the current situation of the organization and also provides better strategy to attract more people towards the organization (Vuong, 2021). Different strategies like marketing, advertising, and new offers in the store are the best ways organization could use to gain the loyalty of the customers and also to find its targeted audience.

Digital media is one of the best ways for marketing and advertising of every business because it also doesn't cost much and it has a large range of people from different a country that provides a very big opportunity for marketing the business to every organization (Graham and Kennedy, 2022). Customers are classified as the most important asset for the organization and there are different types of customers plus their requirements are also different that needs to be completed for better goodwill about the brand. Even though the value of the pound is declining, it has been

noted that supermarket inflationary had shifted from being zero towards favourable after 2 years (Graham and Kennedy, 2022). Those vendors to Tesco would benefit most from this change. Increasing compulsion to reduce costs and forgo profits while also accounting for any purchases made at a discount. This situation at Tesco's locations is becoming worse (Graham and Kennedy, 2022). As individuals exert tremendous pressure on companies to satisfy their wants and demands, customers serve as nothing more than a political organisation for industry.

The study by Rosnizam et al. (2020) titled "Market Opportunities and Challenges: A Case Study of Tesco" examines the market opportunities and challenges faced by Tesco, a multinational grocery and general merchandise retailer. The study is based on a case study approach, using both primary and secondary data sources.

The study found that Tesco faces several opportunities in the market, including the increasing demand for online shopping, the expansion of the retail sector in emerging markets, and the growing popularity of private label products. However, the study also identified several challenges facing Tesco, including intense competition from both traditional and online retailers, changes in consumer behavior and preferences, and the impact of external factors such as economic downturns and political instability.

In addition, the study found that Tesco has implemented a number of strategies to address these challenges and take advantage of opportunities in the market. These strategies include expanding into new markets, introducing new products and services, and investing in digital technologies.

Overall, the study by Rosnizam et al. (2020) provides valuable insights into the market opportunities and challenges faced by Tesco and the strategies the company has implemented to address these challenges. It is a useful resource for researchers and practitioners interested in understanding the dynamic and complex nature of the retail industry and the challenges and opportunities faced by major retailers such as Tesco.

Employee participation in organizational change has been a topic of interest for researchers and practitioners alike, as it has the potential to enhance the success and sustainability of change

initiatives. In recent years, organizations have increasingly adopted participative approaches to change management, recognizing the value of involving employees in the change process.

One study that explored employee participation in organizational change is Awadari and Kanwal's (2019) case study of Tesco PLC, a multinational grocery and general merchandise retailer. The authors used a qualitative research approach, conducting interviews with a sample of Tesco employees from various levels and departments, as well as focus group discussions and document analysis.

The findings of the study suggest that employee participation in organizational change at Tesco was largely limited to consultation and communication, rather than decision-making or implementation. This was due to the hierarchical nature of the organization and the lack of trust between employees and management. However, the authors also found that employees who were more involved in the change process reported higher levels of commitment and motivation, as well as lower levels of resistance and stress.

The study highlights the importance of employee participation in organizational change, as well as the challenges that organizations may face in fostering a participative culture. Previous research has also emphasized the benefits of employee participation, including increased acceptance and ownership of the change, enhanced learning and adaptation, and improved performance (Cameron & Quinn, 2006). However, the success of participative approaches depends on the extent and quality of participation, as well as the readiness and capability of employees to engage in the change process (Coetzee & Botha, 2015).

In conclusion, Awadari and Kanwal's (2019) study adds to the growing body of literature on employee participation in organizational change, shedding light on the experiences of Tesco employees and the potential benefits and challenges of a participative approach. While further research is needed to confirm and extend these findings, the study provides useful insights for practitioners seeking to foster a more collaborative and inclusive change process in their organizations.

Recommendations and Solutions to the Problem

With the help of customer penetration Tesco can increase profitability

This means improving relationships with customers may give a positive impact to Tesco as they will spend more of their time and money in the stores of Tesco which means more speeding done by customers. This can be done by implementing loyalty programs as per the market and preferences Tesco must have to change their pattern of dealing people and other suppliers if they want to earn more of the profit they have to sacrifice some of their demands at a time to achieve a long-term goal and the goodwill in the market. Loyalty programs encourage customers to buy more of the products as not only they allow consumers to privilege inferior charge and better deals but also beneficial for Tesco to extend its base of customers and market by which they will be able to collect the data and information on the pattern of spending's of customers on different types of products (Ren 2021). With the help of this information Tesco would be able to adapt and manage trends preferred by customers. This will help Tesco in allocating capital and resources in harmony with changing preferences of customers in that way implanting profitability and efficiency of the company.

Improvement related to forecasting

The absence of sales forecasting is one of the other reasons that Tesco should focus on food waste reason. Because of incorrect and inadequate forecasting in the food market, the supply surpasses demand. Tesco shall continue with regular market forecasting to obtain relatively accurate conclusions about food production at various times. With the help of forecasting, Tesco would be able to manage its stocks as per the demands and trends in the market. Although to reduce risk and loss in the future Tesco can implement different approaches to manage its supply chain. Mostly an innovative determined strategy should be implemented by Tesco for quality and information management. Other than that, the company must focus not only on its supply chain but also, they must focus on its internal management, also need to update HRM values and strategies to meet new standards for its employees and to satisfy their needs as well (Monte 2021). Once the suggestions and changes get combined into the firm's project, then Tesco will be able to identify the obstacles caused by current economic, financial, and social apprehensions observed within the region.

Focus on logistics improvement

In terms of logistics, several aspects need to be improved by Tesco, as they have to upsurge the discernibility of the entire supply chain. Tesco needs to observe the flow of information received by the suppliers such as forecasting and sales. By implementing this improvement Tesco will be able to gather more and more information about their customers and trends which would be beneficial for Tesco to take a relevant decision for their future implementation in each area including all the information related to clothing, several food supply to stop excessive waste, in short, will be able to get more information about recycling of the product. Other than that, it was observed by the research that Tesco needs to take actions to improve their IT sector which means now they have to focus more on implementing technologies during the process of logistics. As sometimes food may get damaged by the process of packaging by machinery. Which means Tesco must check the quality of their machinery on timely basis, also they can take advice from the logistic staff for doing better in future (Sheehy et.al, 2021). Tesco must keep track of the flow of information received from suppliers, such as forecasting and sales. Tesco will be able to obtain more and more information about their customers and trends by adopting this innovation, which will help Tesco make relevant decisions for their future implementation.

Communication strategy

Communication is the key for success in every organization in the modern world of business. At the current time Tesco is using direct market strategy to attain more customers which is quite old fashioned. Tesco now have to take further steps towards technology and digital areas as communicating is the key aspect of being in touch with business collaborators and customers. However, Tesco should consider more and more opportunities to get in contact with their customers to know more about their preferences. As doing marketing and promotional activities lead to advertise products and gain wider range of customers. For example, if Tesco remain focused on direct marketing strategy they won't be able to follow the market trends. To know the market trends, they must be up to date with the trend (Upadhyay et.al, 2021). Now Tesco must implement with technology like social media apps, websites, online feedbacks of customers, providing online services, getting sponsorships, doing partnerships with digital platforms to get more attraction of market and people. Although they must try to maintain good relationships with their staffs and suppliers for future growth.

Conclusion

Despite the fact it was concluded that in the context of UK retail industry Tesco has been performing well. It is obvious that in this competitive world every organization face so many challenges and obstacles. To resolve those challenges that are mentioned above some strategies and recommendations have been made for future growth and implementation of Tesco PLC. Furthermore, with the help of innovative approach and modification of Tesco in its current process of production Tesco may lift the overall presentation of the UK retail business, resulting in improved economic growth. To be a part of the United Kingdom Tesco has maintained its dominance in the UK retail market by introducing sustainable production and concentrating on digitization while also focusing on the needs and desires of its customers and varied groups. Despite this, it was discovered through research for the project that Tesco needs to enhance their performance in order to keep their top position in the UK retail sector.

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