

Tesco also needs to be aware of the seasonal changes in terms of sales, as different products would change from season to season, so therefore, in terms of sales, Tesco would monitor previous sales figures from different seasons, to see what products they need to stock throughout the year, and ensure they sell product right for the season, so for example around the time of October, Tesco would start to sell Halloween products, as this suits the seasonal side of the products, and therefore, in order to keep customers interested, they need to keep up with the different trends of the year, in order to build on the different sales figures from the previous year,

In terms of external sources, Tesco may use government information such as census data to their advantage for the local stores they set up in local areas. There could be many uses for the census information, as firstly, depending on the population on the town, they may decide to vary the size of the stores, so for example, if there is a town of 100 people, Tesco may decide to set up a Tesco Metro, as they will still feel there is an opportunity for the brand to grow and to create jobs in a small area, however it won't be worth creating a larger store, so this size will be necessary and vice versa. Also, using census data, they could decide to stock certain products, as if they see if an area is developing and the population is growing, they may stock more family products in the local area, such as baby products, as there will be a need for these products in the town, so it would be worth stocking them, so in the context of this example, census data can be used effectively in deciding how Tesco can adapt to certain situations using census data collected by the government.

Moreover, in terms of the government, Tesco would have to keep track of certain laws and regulations of what they can trade, as Tesco needs to stay lawful and meet certain regulations, so for example, if the legal age for alcohol changes, Tesco would need to meet these changes, so therefore they stay lawful in trade to ensure they don't exceed the laws and therefore don't have to pay certain fines in the future. Tesco would also need to keep track of tax as they need to ensure they stay within their tax bracket set, otherwise, this would lead to certain fines, and also lead to bad PR in the long term, and as a result, this would affect sales figures.

In terms of staff, Tesco needs to review current performance of all their employees in their payroll. This would involve HR, as they would need to be able to lead and manage the different people they employ. If there were any internal disputes, HR would have to manage this and they would offer solutions to the employees involved. HR many also involve training, so for example, if the government requires more health and safety training (as stated above), then HR would have to ensure that the employees receive the correct training, so they would be able to function in the workplace safely. Payroll is another source of information which would be monitored, so the level of pay would vary from employee to employee on certain factors, such as role and hours completed. The person in charge of the payroll, would have to ensure that the money is delivered on time, and also, if the employee has done more hour through overtime, this money would have to be accounted for, and therefore would have to be sent to the employee.

The HR team in Tesco would need to source different information relating to their employees such as timetables and holidays, as the HR team would need to ensure that the employees