

Tesco, as they are constantly tailoring the experience to suit the customer and make it more efficient for them, and therefore if Tesco gains this reputation, it will ensure they are more popular in the long term.

Tesco uses information, in store for different purposes, such as stock control, in order to maintain the level of stock in store, to ensure that the shelves are never empty. Tesco may use a program/system, where if the stock reaches a certain level in the warehouse, the product would be automatically reordered, so that they would never run out of that product, for the time that it is on sale. The advantage of this is efficiency, as it would ensure that the warehouse is never empty, and always has the products that the customer needs, so therefore, would avoid a situation where there is an empty shelf. This would also be done to optimize administration, as this would be another task that someone would have to carry out, if not for this program, however, they have optimized the solution, and offered a better solution, so therefore causes one element of retail to be far more efficient.

This would also help with administration purposes, as the stock control is always accounted for, and therefore whoever needs to access the stock control, always has the correct figures from the program, helping the administration to run more smoothly.

Tesco managers may use sales information to compare one product sales figures to another, to see if stocking the product is worth it. The advantage of monitoring sales information is that it promotes efficiency, as it gives the manager an insight into what products are doing well, so therefore the manager can come to a decision much quicker, as they have seen the most important figure to them, and therefore based their decision solely on this to either continue selling or withdrawing it. Therefore, this influences decision making effectively, as then it takes away bias, from if a manager personally likes the product and will continue to sell it, and by looking at this information, helps to influence decision making, to make it more efficient, and help the store as a whole, to continue to be profitable in the long term.

Information would also be used in terms of planning, in order to make customer service more efficient. For example, Tesco managers may review how many transactions there are per till on average per day, and this may tell them if they need to increase or decrease the amount of tills they have in the store. If there happens to be a high volume of transactions on Till 1 and 2, the manager may make the decision to open up another till, in order to both ease the workload of the employees and reduce wait times, as a result, making customer service more efficient for both the employee and the customer.

In terms of home delivery, in order to promote efficiency, Tesco accounts for where the customer lives, so therefore they select the correct warehouse, so that the delivery driver is as close as possible and doesn't have to drive as far, in order to keep the food fresh, and also to ensure that the customer gets their delivery on the day they requested and on time. Also, in terms of click and collect, the store needs to ensure that they have the product in stock, so they can give the product to the customer, or alternatively, they would have the product delivered to that store, if they don't stock it, as the customer has chosen that specific