

transport their berries from Spain to the UK, they would use planes, or ships, in order to transport a bulk amount of this produce. From there, they would transport this produce to a warehouse using lorries, and from there they would use individual lorries to transport goods to stores. However, this may change in time, as it is reported that Tesco is actively trying to dial down their transport emissions, so they may use more eco friendly methods of transport in order to deliver their goods around the UK.

Cost

Different factors in distribution channels would lead to the cost of the products varying. In terms of product price, the price of transit, as well as the manufacturer/wholesaler would be taken into account, as they retailer will need to cover this cost in order to remain profitable, so therefore they need to price the clothes according to what they were sold for by the manufacturer. However, for F&F the profit margins are much larger, as they would be paying a very low cost for the clothing, and as they are in the fashion industry, they can charge relatively high prices for F&F according to what the clothing is and how it looks, so therefore they have to consider the manufacturer less, as the profit margins are larger.

For everyday Tesco products, the cost wouldn't be impacted as much as they would pay a fixed fee for a set amount of products, and a department at Tesco would account for this cost and try and transfer these costs into a set amount of products, so that a certain percentage of sales meet the cost, and the other percentage would then account for profit. As Tesco are a large, accessible brand across the UK, they will find it relatively easy to account for and meet the product costs, as they have thousands of loyal customers coming to their stores everyday, so therefore the stock will easily be shifted and transport and product costs will be met.

Responsive to Consumer Needs/Changing Demand

In terms of being responsive, Tesco are able to do this as they are an accessible brand, and through different means such as cookies and surveys, they will be able to monitor what the customer wants. However, the actual timing of meeting those needs may be impacted as there would be some delay between needing the stock for the customer needs and receiving the stock, as both distribution channels aren't on a direct channel, meaning they have to go between the manufacturer who may be located in a different country, so therefore Tesco retailers would have instances when there they would be out of stock of an item for a period of time, until they receive the item in stock, and therefore the customers can buy the product again.