

neutral organisation and therefore the information should be true and fairly accurate. Thirdly, I conducted a survey using the online tool ‘SurveyMonkey’ (source 3). By doing this I found out why Tesco was decreasing in popularity. The source was good as it allowed me to see the views of the customers however the results may not truly reflect the views of the whole of the UK and more people could have been questioned in order to improve the survey.

Analysis and Interpretation

<u>Strengths</u>)Leadership position in the UK)Solid cash reserves)Effective marketing strategy	<u>Weaknesses</u>)Internal errors – overstating profits)Over-dependence on UK market)Poor relationship with some suppliers
<u>Opportunities</u>)Expansion – move into new countries)Offer a wider range of services	<u>Threats</u>)Rising costs of operations)Discount stores – Aldi & Lidl are cheaper

Tesco SWOT analysis

As seen in source 1, Tesco overstated their profits by £250m – “crisis as profit hole of £250m is discovered”. Tesco have come up with excuses but really this was done to make their figures look better and avoid talk of a serious problem. However all this has done is damage customer’s trust in the business and is one of the reasons behind their decrease in popularity. Also, not only have Tesco lost these customers, but their competitors have gained them, resulting in market shares narrowing. So, in effect, Tesco’s efforts to make the business look better have backfired and damaged their reputation, hurting their profits and customer base in the process.