

Tesco Plc – SWOT Framework Analysis

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Date: May 2016

Pages: 20

Price: US\$ 110.00 (Single User License)

ID: T001E2F7043EN

Abstracts

Headquartered in the United Kingdom, Tesco Plc is a well-known retail company. The company is also engaged in the provision of retail banking and insurance services to customer through its banking division and operates under the brand name of Tesco Bank within the UK. The company operates over 7,500 shops worldwide and has presence not just in the UK, but also in other countries within Europe and Asia.

SWOT Analysis, is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

The aim of any SWOT analysis is to identify the key internal and external factors that are important to achieving the objective.

Aruvian Research analyzes Tesco Plc in a SWOT analysis and also provides a brief profile of the company in the report Tesco Plc – SWOT Framework Analysis. It is an in-depth analysis of the strengths, weaknesses, opportunities and threats that face Tesco Plc in the present-day business scenario.

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