

# Tesco Plc in Home Care (United Kingdom)

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Date: June 2015

Pages: 2

Price: US\$ 572.00 (Single User License)

ID: TD2101B3AD0EN

## Abstracts

Tesco is struggling in the wider retail environment as its selling points have been confused and it no longer conveys a clear message to consumers. With price competition very intense as a result of the rise of discounters and Morrisons' commitment to discounting, Tesco needs to either sell products cheaply, meaning that its home care products will become more basic, or go the other way and sell more premium home care goods.

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