

Tesco Plc in Retailing (United Kingdom)

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Abstracts

After a poor performance in recent years which has resulted in a decline in sales in 2014 Tesco needs to react quickly to the growing competition from its chief rivals, but also counter the emerging threat posed by discounters such as Aldi and Lidl. It is likely that Tesco will therefore prioritise sales at the expense of profits, cutting margins on products where possible. This is not necessarily the best move – consumers appear to be more persuaded by retailers which communicate a convincing...

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