

Tesco Plc in Retailing (USA)

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Date: April 2013

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: TF1BAD79A4CEN

Abstracts

Tesco Plc entered the US market in 2007 with its small format, convenience-orientated Fresh & Easy stores. Since its entry, the economic recession compounded the challenges of entering a new market. Tesco still remains a small player in the US and has yet to turn a profit. Having failed to gain a foothold in the competitive supermarkets channel, Tesco launched a strategic review of the business at the end of 2012 that will most likely lead to an exit from the US market.

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