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# **ASSIGNMENT ON TESCO PLC CASE STUDY**



## PRE COURSE CASE STUDY ACTIVITY:

The organization involved in the present case study is Tesco. Tesco plc is one of the largest British multinational retailers headquartered in England, UK. In terms of profits, it is the second largest retailer in the world after Wal-Mart. The company has its stores in more than 14 countries across Europe, Asia and North America.

In the present contemporary business environment, it has become utmost important for companies to engage in fair trade and good management practices in order to survive and sustain in market. Business organization, especially retailers are able to grow and sustain, when the consumer and the society as a whole trust it to deliver reliable, safe and better quality products and services. Many business organizations including Tesco are actively incorporating sustainability practices and principles into their businesses in order to pursue goals that go beyond earlier concern for goodwill and reputation management (What is Tesco doing on sustainability, 2012). Companies attempt to undertake initiatives that aid in capturing greater value through growth as well as higher return on capital.

However, it is not easy to undertake sustainable business practices into business. A company encounters varied challenges while carrying out sustainable business operations such as lack of cooperation from value chain partners, ever-changing and unpredictable demands of consumers and are also not consistently consider sustainability into their purchase decisions. Although people are increasingly becoming attuned to the various sustainability issues and thereby are demanding more from retailers to keep pace with changing expectations. But the key challenge that retailers face is, need to overcome the consumer's price perception, risk of increasing cynicism, overwhelming choice and inertia to change. One side consumers reiterate demand for reasonable prices; alongside they expect retailers to consider sustainability issue into account. This way unrealistic demands and expectations of consumers pose varied challenges on Tesco (Sustainability issue in retail sector, n.d).

The company also focuses in sustainable business practices and operations in order to create maximum value for organization as well varied stakeholders. It does everything that is possible



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to enhance its social and environmental impacts within its operations, but its absolute assessment of sustainable performance greatly relies upon the actions of members such as suppliers, distributors and others.

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## PRE COURSE WRITTEN PROJECT

Before we think about what actually leadership is, we must consider why it is required and what its significance is. With a view to understand my real life leadership experience, I shall first accentuate in a few words, my personal background. I was born in a highly dynamic family with varied contrasting perspective. My father's family comprises of scholars and academicians through which I gained open and critical thinking ability in me. There dutiful and religious orientation made me humanistic. On contrary, my mother's family was comparatively poor, belonged to middle level officers and workers. They were highly committed towards doing the job in right manner. I acquired varied leadership qualities such as critical thinking ability, decision making, open mind-set and ability to make fair judgment from my family. Nevertheless, there is one major experience that is worth mentioning as helped in becoming a responsible and mature individual.

Usually in a typical sibling set-up, the older one in the house tends to be the leader, boss or role model. But in my case, things were quite different; I had to switch roles and responsibilities with my older brother. About four or five year ago, my elder brother faced with an accident that lead significant impact on his mental health. His perspective towards the life changed completely; he started avoiding interacting with people. However, I was not head boy in school or captain in any activity, but I was the one who led my brother and guided him to lead the normal life again. In many instances, I also had to cancel my plans with my peers and friends so as to take care of him. I also read him newspapers and articles so as to indulge him and make him aware about the current scenario. While I tried my full potential in aiding my brother to lead stable lifestyle, I also grew into more independent and mature person through the period. I recognized that Involvement is the first thumb rule that is essential for a leader in order to properly guide the follower.

I learned that despite of living independently, guidance and support of other is also essential at some point of time. The moment I decided to take the responsibility of my care, I acquired the role of leader. I strived hard to help him to gain the courage and strength required to



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face other and society. I make him meet different people who have been through such accidents; this helped him to face the situations and inspired him to get back to the normal life. That time

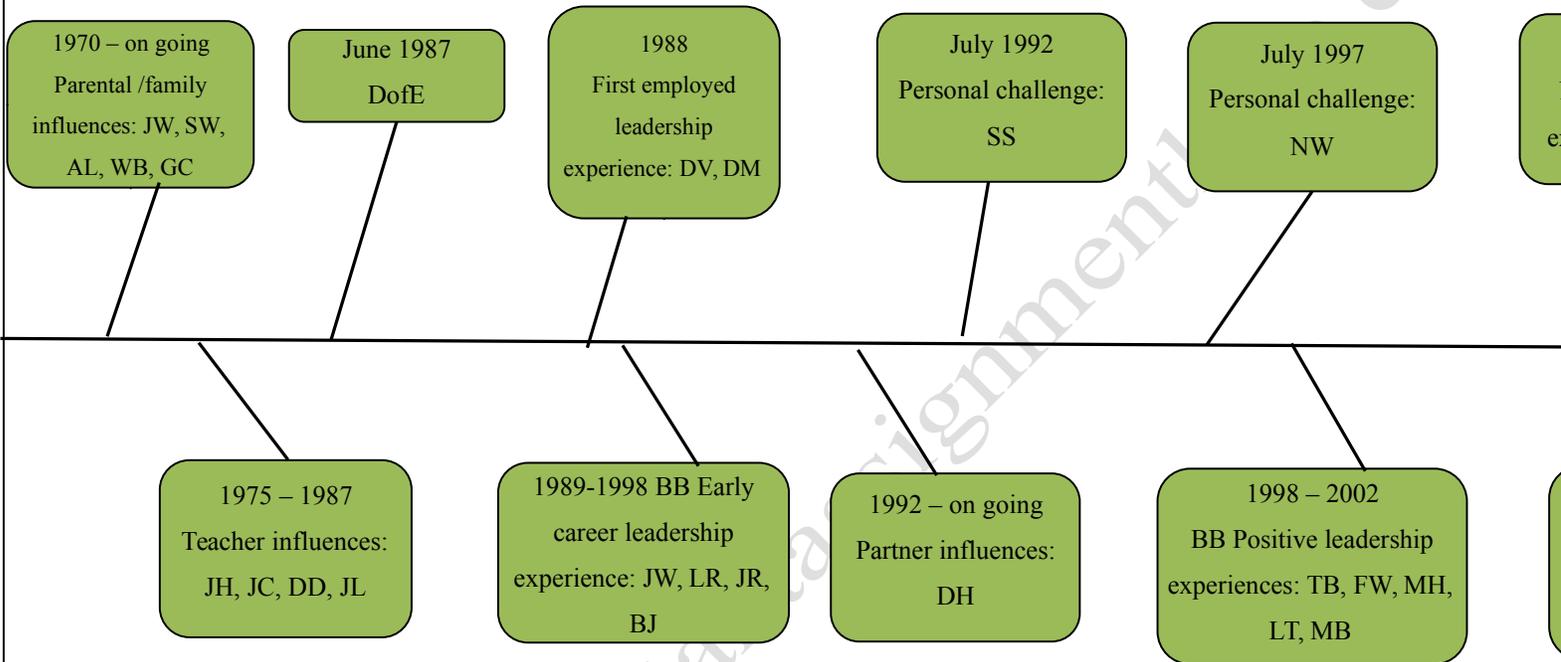
my only goal was to help my brother reach where he deserve to be. We together faced various challenges and problems that hampered our way but with a strong will power, we battled and thus made an attempt to reach our aim. Moreover at some times, it was also depressing for me when see my brother going through so much pain. But seeing him improving day by day and struggling to get back to normal stimulated strength in me that further droved us to move forward in life. As per my experience, Sense of responsibility and ability to address any challenge are also some rules that should be considered by leader.

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While managing my responsibilities towards my work and organization as well as for the society, I learned to maintain the work life balance in life which in turn proved to be very beneficial for me. With my every experience, I learned new things and acquired new skills and qualities. Even today while working in corporate set-up, interacting with different people, facing several work related issues and challenges, working with others help me in understanding situation and the way to efficiently deal with it, no matter how

complicated that might be. Lastly, to conclude from my personal experience, I can say that leadership qualities are not inborn; rather they are developed and enhanced from real life experiences.



The above diagram indicates major real life experiences which provided me great platform to develop my leadership of learning leadership started with leading my brother in childhood. There I learned about caring and identifying my respon



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