Business model

Keeping it simple



Customers

Tesco exists to serve customers – and our business model has customers at its core.

We listen to our customers and act on what is important to them to deliver the best shopping trip: price, service, range and availability.

Reinvest

Our main focus is to improve Tesco for customers. We are committed to becoming more efficient and reinvesting some of the savings we make to improving the shopping trip.

The reason for this reinvestment is clear: the better a job we do for customers, the more we will improve sales; the more our sales improve, the more we can reinvest.

Channels

To bring the best products to customers, we work through a range of channels – from small shops to large shops and through our growing online business.

As part of improving our offer, we are investing in making our channels even more efficient and convenient for our customers.

Product

The offer we create for customers is developed by our Product team.
Our ways of working in this team have been rewritten with an absolute focus on fair, transparent, mutually beneficial relationships with suppliers. The Product team work with our suppliers to source the best-possible range of quality products that meet and anticipate our customers' needs.