Our business model

Customers, Product, Channels.

Our business is organised around the three pillars of Customers, Product and Channels. We place customers at the centre of everything we do to deliver our purpose – serving shoppers a little better every day.

Customers

Tesco exists to serve customers – listening to them and acting on what is most important to deliver the best possible shopping trip.

Reinvest

Our focus is always on making Tesco the best it can be for our customers.

The better a job we do for customers, the more we will improve sales; the more our sales improve, the more we can reinvest in further improving the shopping trip.

Channels

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

Product

We build close and mutually-beneficial relationships with our supplier partners, to source the best-possible products that meet and anticipate customers' needs.