INTERNATIONAL MARKETING

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TESCO failure in the US

https://www.cnbc.com/2019/03/14/tesco-fresh-easy-stores-failed-in-united-states-united-kingdom-retailer.html

TESCO failure in the US

Team members:

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TESCO failure in the US

In teams, watch the video about TESCO failure in the US, and create 4 different questions to ask to other students about the video:

Q1: How much is the difference in size between a Tesco shop and a typical US shop? Why is that?

Q2: Why did the already prepared food had a huge bias on the US market? What does an American consumer wants to do with the food?

Q3: Which were, from the PESTLE analysis, the variables that had influence in Tesco expansion?

Q4: Which detail about the positioning of the stores on the highways is mentioned on the video?

TESCO failure in the US

With your team give answers to the questions you have asked.

Q1: Usually a Tesco shop is 1/5 of a typical American shop as is prepared for its usual consumer that grabs and leaves daily, while an American purchases weekly.

Q2: Americans like to touch the food beforehand as they have health concerns, that is why they are use to prepare the food, not buy it already made.

Q3: Economical and Social.

Q4: They were in the wrong side of the highway, instead of facing home, they faced work.

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