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Tesco Supply Chain Using Loyalty, Simplicity and Lean to Drive Growth

By Barry Evans

Kogan Page. Paperback. Condition: New. 272 pages. Dimensions: 0.0in. x 0.0in. x 0.0in. This book explores how Tesco grew under a determined supply chain strategy to achieve their dominant UK and global position. It shows how Tesco's senior leadership made a simple, but game-changing, decision to focus the business on its customers rather than the conventional approach of competing with our competitors. The understanding was deployed by building world-leading retail and supply chain operations that aim first to be effective in delivering what customers wanted and second efficient in performance and cost metrics. Examples include their rapid roll-out of store-based grocery home-delivery and the change of focus from out-of-town supermarket and hypermarket development to building a major network of neighbourhood convenience stores - Tesco Metro and Tesco Express stores. This ability to stay up-to-date now includes virtual, omnichannel access for customers. Barry and Robert look at Tesco's origins; lean thinking, loyalty and simplicity; the development of one of the best supply chains in the world; continuous improvement and current developments. Essential reading for anyone involved in supply chain management, this book debunks business myths and covers the how rather than the what and why of Tesco's success. This item ships from...



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