**Strategy in the Global Marketplace. An Individual report – Tesco**

**Words: 3,000**

Based on the analysis of the external environment and the opportunities identified in the earlier Powerpoint presentation assignment, develop a strategic plan for Tesco. The plan should be aimed at gaining or increasing their sustainable competitive advantage, at the same time giving consideration to potential risks and change management challenges associated with implementation of that plan.

**Detailed guidance**

In an introduction to the strategic plan, briefly introduce the organisation chosen for the case study. If it assists, a summary of the environmental analysis and recommendations made in the earlier assignment can be placed in an appendix to this report and referred to from the introduction.

**Task: Choose one of the opportunities identified for the organisation.**

Linking the answer to the academic literature:

**1. Justify why you believe this is the best strategic option for the organisation and evaluate it using SAFe** (up to 500 words) (10%)

**2. Advise how the organisation will need to implement the strategy** (approx. 1500 words) (50%). Dependent upon the context and the strategy proposed, you may need to incorporate consideration of some or all of the following:

* Consideration of what changes are needed in the organisation to deliver the strategy
* McKinsey 7S
* The type of change which is being proposed
* Difficulties of implementing change
* Change management models which may assist in the implementation of the change – e.g. Lewin, Kotter and Cohen
* The risks associated with the proposed strategy and / or implementation of the change
* The information strategy which is required, e.g. strategic information, management information, IT strategy, etc.
* Supply chain management.

**3. Advise** whether a sustainability strategy is also required and what that should include, e.g. CSR and/or environmental and/or ethics (approx. 500 words) (15%)

**4. Recommend** how the organisation can promote innovation, e.g. technology push / market pull, closed/open, product/process, etc. (approx. 500 words) (15%)

**5. Presentation** (10%)

Structure, flow, overall cohesion and formatting of the report will be assessed. Follow Harvard referencing in-text and provide a reference list at the end of the document.