
The Future Of Network Planning 3



What are we going to be talking about?

- History Of Tesco Site Research 1981 to 2010 – Me
- Modelling Sales For New Supermarkets – Patrick
- History and Challenges of Convenience Forecasting – James
- Break
- Identifying New Markets For Tesco – Martin
- Supporting our International SR Teams – Graeme
- Future Challenges for Tesco SR – Me
- Q+A
- Finish c9-9.30pm



1981. A Big Year.



**Tesco Site Research
Team Opens For
Business**



TESCO

1981 – Why?

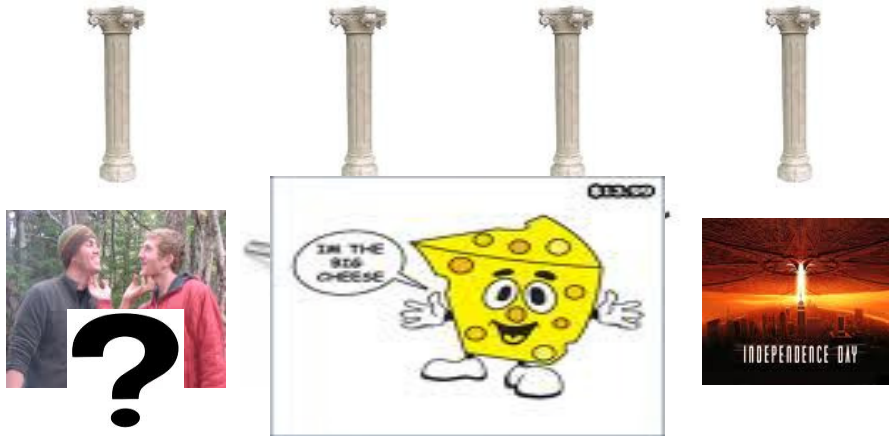
- “There are only a finite number of superstore sites available in the UK. Its is my job to make sure that we get our share of the remaining sites”.
- “Store location analysis was identified as an opportunity to supplement the vastly experienced intuition and entrepreneurial ability of the senior Directors in the company”



Both quotes taken from "The Tesco approach to store location" (Penny and Broome in Wrigley – 1988)

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Site Research at Tesco – The 1980s



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Site Research at Tesco – The 1990s



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Site Research at Tesco – The 2000's



Site Research at Tesco – Today



Q+A

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