

# **- TESCO BRANCH MANAGER – -CASE STUDY –**

*In an interview with Mr Naughton on the  
16<sup>th</sup> September 2013*

1. When did Tesco come to Ireland? 1997
2. Why did Tesco come to Ireland? Gap in the market, at the time there was only Dunnes, Supervalu they bought out Quinnsworth
3. What is the history of Tesco? Jack Cohen founded Tesco, started off as a market stall.
4. How long are you working in Tesco? 7 years
5. What Tesco stores have you worked in? Sligo, Galway, Ballinamore, Headford Road Express Tesco, Baylough Express (Athlone), Claremorris
6. Career paths to date? Started on checkouts in Sligo, moved onto Checkout Supervisor, joined the management programme, completed a placement in Galway store, signed off as a manager, appointed manager in Headford Road Express Tesco.
7. Summary of your typical working day? Walk full store, tie in with managers, give out next steps, review figures sales, waste, stock loss, payroll, deal with staff customers issues, plan the next day
8. Busiest day of the week/year? In Sligo Friday was the busiest day a lot of people finish up on a Friday and have weekend off (Christmas) 23<sup>rd</sup> December busiest day of whole year and the second busiest is Holy Thursday.
9. Most profitable department in the store? Bakery very profitable, busy as well, the grocery department is most profitable, I would include non-food/hardware. Every shop can differ.
10. What do you look for when interviewing potential employees? Well presented, cleanly shaven, neat and tidy clothes, customer focused, aware the customer is number one, can explain and understand the importance of communication, good personality makes an effort to answer questions.
11. What are the problems associated with employees? Absence, not shaving, not adhering to uniform policy.....Deal with it by having one to one with staff and informing them of the issue and telling them it will go to disciplinary if not improved.
12. What are the problems associated with customers/public? Not having a product they want, price, poor service..... Deal with it by talking to customer and offer a gesture if appropriate.

13. Does TESCO have a social responsibility to its local community stakeholders? What are they? GIVE examples? Yes all Tesco stores have to get involved in community-sponsorship-spot prizes-allowing bag packers in, usually SPORTS CLUBS, charity events etc.
14. How do you deal with competitors such as SUPERVALU, DUNNES STORES, and ALDI & LIDL etc.? Go in walk around in the shops see what they are doing; fill out competitor activity report for head office then if necessary they react accordingly.
15. Who do you report to? How often would you meet? I report to Store Director, he would be in store every 4-6 weeks.
16. What are the perks being involved in TESCO at your level of management? Good pension, share bonus scheme, 10% privilege card, linked in with other companies so employees get discounts there, good sick pay scheme (8-12 weeks paid).
17. What advice would you offer to potential 5<sup>th</sup> year and LC students if they decided to find employment in Tesco? Have to want to do it and be dedicated and driven, absolutely have to have good people skills (will not succeed if they can't manage people), do not go in too young-takes up all of your time, very long shifts (10 hour days), have to be willing to travel/relocate within an hour of where they live.