

Process in action

Tesco, a plethora of products and distribution channels

Update

Tesco continues to increase its number of locations and types of outlet and product on all fronts. This development is well documented in both the business and academic literature. For example they have recently launched a new brand of product in the USA, 'Fresh and Easy Neighbourhood Markets', perhaps mimicking the Express stores in the UK. See:

<http://www.informaworld.com/smpp/content~content=a916751825&db=all>