



### **Supply chains: the supermarket**

How does a large supermarket chain expand into new markets? How does it adapt to new cultural values and consumer preferences? This album tells the story of leading UK retailer Tesco, which has increasingly become an international player in markets such as South-East Asia and Eastern Europe. The company gains global reach by forming strategic partnerships and adapting to distinct cultural traditions and preferences. Examples from Korea, Hungary and Thailand illustrate how the management and impact of supply chains presents fundamental organisational challenges. This material forms part of the Open University course T882 Supply chain innovation, strategy and management