**Q1 – 20%: (900 words) FOCUS ON UK supermarket SBU (STRATEGI BUSINESS UNIT)**

Here you are analysing the external environment of TESCO

Use **(5 Forces and macro (PESTEL** environment. That means both PESTEL and 5 forces should **not be about TESCO** but for the industry of supermarket SBU( STRATEGIC BUSINESS UNIT). Preferably I would like external environment analysis for UK, mentioning also some essential global trends you will need to make that explicitly clear in your executive summary and introduction, state in which level you make your external environment analysis.

Also, here you will need first to analyse PESTEL – just mention only those relevant trends to your industry - supermarkets. You don’t have to go into describing every dimension. If you want to and already done it – then use tables and/or appendices and mention in the text only the most important trends.5Forces: Use the “Structural Determinants Please mention whether every force is high, moderate or low and in the end conclude whether the industry is attractive and profitable or not.

As to industry life cycle (ILC): You can either clearly incorporate it within the “existing competition” force of 5 forces, by saying whether the industry is in a development or maturity stage along with the market growth rate (which a structural determinant of the particular force) OR you can make a short section only for the industry life cycle theory. ( show market growth rate of tesco and refrence) explaint which stage it is in compare to main rivals in UK)

In any case, you will need to reference every single concept and model used above both in text and in the final list of references. (harvad reference)

Use and Harvard reference :

