**Changing Aims and Objectives**

Explain how each of the following can impact a business’s aims and objectives – give an example for each

**Market conditions**

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**Technology**

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**Performance**

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**Legislation**

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**Internal reasons**

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In 2015 Tesco decided to cut back its 90,000+ product range carried in its stores by a third to help it become more competitive with stores such as Aldi.

Tesco sales at Christmas 2016 grew by 0.7%, perhaps indicating a successful strategy.

Analyse how cutting back on its product range has allowed Tesco to become more competitive. (6 marks)

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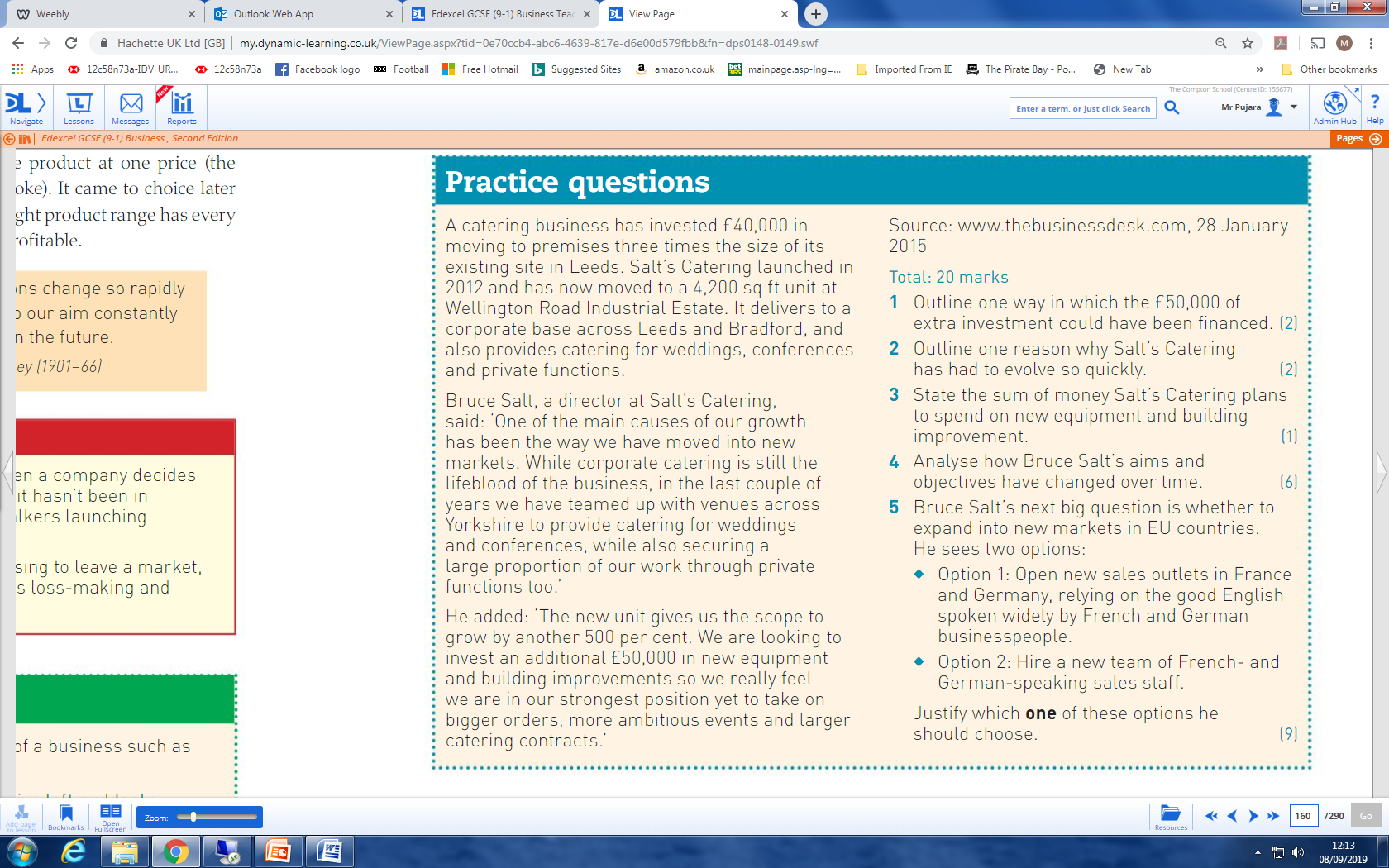
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