Tesco is an interactive case study that describes how a major UK supermarket chain developed a highly successful customer loyalty programme through a clubcard initiative.

This interactive case study is divided into the following chapters:

- Introduction
- Tesco History
- Market development
- Tesco Card
- The challenge
The student discusses and identifies the key concepts of CRM through a real success story and analyses the implementation and development of business strategy based on the principles of CRM.