TESCO

Expands Online Sales

Britain's largest supermarket chain Tesco is investing £30 million in a programme that will see the company add over 8,000 new products to its website.

The new lines include a diverse range of household items including DIY products and furnishings, of which only a few have been available to but in-store.

Hitherto, the company's sales of non-food items have been somewhat disappointing with general merchandise making up 40% of total online sales. Expansion of the range is seen as the way forward and the company's management are confident that Tesco Direct, the online sales division, will grow from strength to strength in the coming months.

The company have invested in 2 new distribution centres in Southampton and Manchester geared specifically at supplying the non-grocery items for home delivery.

Tesco also plan to launch a 200-page catalogue which will be distributed at their larger stores throughout the country. Industry insiders see the move as a tentative step towards the territory traditionally occupied by the major catalogues Argos and Index.

The supermarket chain is already on track to become the UK's largest non-food retailer by the year end if current trends continue.

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