

# MICHAEL J. RAYCRAFT

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Burnham Secondary Modern School with passes  
in 4R SA subjects.  
London Business School - Executive Development Programme.

## PROFILE

Michael J Raycraft founded MJR Consultancy after his retirement from the Tesco Group in 2004.

On joining Tesco in 1964, Michael gained a wealth of experience. Having started as a warehousing boy, he quickly graduated to key positions as Manager, Controller, Retail Director and Retail Managing Director from 1992 to 1995 then for three years. Serving as Tesco's Property Service Director before moving to his last position as CEO of Tesco Lotus Thailand.

Michael retired from Tesco in 2004 having established Tesco Lotus as market leader in Thailand and also supporting Tesco's entry into Taiwan, Malaysia and South Korea.

Michael is currently Director of Asia Books in Thailand. He was previously a Director for the Home World group in China retiring Dec 2007 and The Unza Group Singapore retiring in Aug 2007.

## EXPERIENCE

- 2010 Advisor to C.E.O. Reliance Retail value format.
- 2006 **Director Nilgiri Dairy Farm Private Limited (Nilgiris)**  
India-Bangalore which I work through my MJR  
Consultancy Pte Ltd - Singapore business. Resigned 2008.
- 2005 **Independent Director** for The HomeWorld Group - China.  
Resigned December 2006
- Independent Director** for Unza Group of Companies -  
Singapore
- 2004 Retired April 2004 from the Tesco Group and Tesco Lotus  
Thailand who at that time had 78 stores, 18,000 staff and  
a turnover of 75 Billion baht. Started Consultancy  
business (MJR Consultancy Pte Ltd-Singapore) and  
became a Partner in The Marketing Partnership  
Consultancy.
- Led Asia Teams concurrent with role of CEO Thailand that  
established Tesco's entry into Taiwan and Malaysia and  
supported Korea.

## EXPERIENCE

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- 1998 Promoted to Chief Executive Officer for Tesco Lotus Thailand. Grew the business from 13 to 48 hypermarkets within 5 years and moved from number 4 in the market to market leader within 4 years.
- 1995 Appointed as Property Services Director with responsibility for GBP 1.5 billion of revenue costs and GBP 600 million of capital costs. Reduced property costs from GBP 249 to GBP 159 per sq ft. Introduced "Better, Simpler, Cheaper."
- 1990 Promoted to Retail Managing Director managing 220 stores in England, Wales, Scotland and Northern Ireland. Amalgamated three regional Operational groups and helped to restructure retail as part of Tesco's transformation to be the premier retailer in the UK.
- 1987 Promoted to Retail Director managing stores in the Midlands and the North of England. Developed the first Customer plan for the Midlands region.
- 1981 Promoted to Retail Executive managing 45 stores in the Midland Region.
- 1977 Promoted to Group Controller managing stores in the northern Counties. Helped to make "Operation Checkout" a success.
- 1971 Promoted to Inspector covering Tesco stores in the Midlands and north-eastern Counties.
- 1967 Promoted to Manager at Bishop Stortford. Managed six Tesco stores until 1971.
- 1967 Assigned as Assistant Manager at Braintree Store, Essex. Helped to covert Victor Value to Tesco.
- 1964 Joined Tesco in July 1964 as a Warehouse Boy at Maldon Store in Essex and gradually assigned to cover various departments including Provisions, Meat, Produce and Grocery before being promoted to Assistant manager in September 1966. Member of the team that lifted retail price maintenance.