

Programme: BA Business Management

Module: Introduction to Business

Module code: LCBB4007

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Essay on Introduction to Business

Introduction

Marks & Spencer plc is a well-known British multi-national retailer that acts within the private sector. The brand represents an assurance of reliability and quality. The company's mission is to make available to customers top-rate value, quality and service, while the goal is to take the seat as a leading retail brand in the UK and globally. M&S has established itself as a leader in ecological friendliness and responsible trading through its Plan A initiative, which is intended to minimize the business' impact on the environment as well as implement ethical principles in trading. Through its presence across more than 50 countries, M&S ensures its commitment to innovation and adaptation to respond to the changing environment of its customers whilst upholding quality and dependability as its core values (Madonsela, 2020). As a private institution, M&S Plc stands as a profit generator for its shareholders while preserving its social reputation as a morally accountable and good retailer.

PESTEL analysis of Marks & Spencer plc

The Marks & Spencer plc runs in a complex business setting where a wide range of externality issues are influential. In this scenario, PESTEL can be a very useful and comprehensive tool for M&S to use in its evaluations. M&S operates in several countries, which makes the firm more vulnerable to a variety of political factors that can cause significant shifts in business operations. The regulatory and trade reforms will have a big impact on M&S during the immediate as well as long-term periods. For example: Brexit has created insecurity regarding trading terms including tariffs which would bring some changes to the functioning of Marks & Spencer Plc's supply chains and operations (Hussein, 2020). The political stability of the country where M&S operate is a crucial determinant to the successful regular processes and the right business environment.

Economic conditions provide a significant function, in the sense that they affect the business environment for M&S. Factors including inflation rate, exchange rate, interest rate, and expenditure pattern, among others, not directly, but affect this company directly affect business revenue and profitability (Daniels et al., 2019). In crisis time the consumers reduced spending on nonessential things such as clothes and household objects. Consequently, falling sales and lower profits become an unavoidable reality for M&S Plc. On the other hand, changes in exchange rates also have an impact on import prices as well as affect the M&S style of pricing. The best approach

for M&S would be to regularly monitor economic indices and trends to keep their competitive position in the market.

Social factors are numerous as they range from changing consumers' tastes, the lifestyle trends to the cultural norms that affect M&S's production and operations at large. M&S as a retailer, serving different customer demographics, has to continuously change its merchandise and marketing strategies instead of keeping up with the dynamic society. Through ongoing monitoring and adjusting, M&S will be able to consistently address the intricate social patterns and evolving customer tastes and thus, remain on top of the game in the highly competitive marketplace.

Digital innovations advanced warehouse automation systems, improved online shopping facilities, and perfected customer-centric strategies. To be competitive in the fast technical progress, M&S must ensure the smoothness of both online orders and in-store productivity. Taking advantage of technological development allows M&S to achieve higher productivity, and meet changing customer demands.

M&S has challenges related to source sustainability, waste management, and carbon footprint reduction. The climate change plan A sustainability program demonstrates the company's sense of environmental responsibility by defining its carbon reduction objectives and using sustainable practices at all stages of business operations. The company is not only concerned about their customer needs but their efforts also add to the environmental benefits, improving their reputation as a business with social consciousness.

M&S has to adapt and comply with the existing legal frameworks while avoiding violation of different regulations. Such compliance with the legal requirements includes consumer protection laws, labour regulations, and social protection, all of which influence M&S's everyday operations and strategic decisions (Lawrence and Weber, 2020). Observing employees' rights, and safety rules, and following data protection laws will guarantee not only a good reputation for the brand but also legal no obviousness. By following the developments in the legislation and maintaining compliance, M&S faces less legal risk enabling a strong platform for sustainable growth.

SWOT analysis of Marks & Spencer plc

SWOT analysis is a strategic planning tool used to identify an organization's strengths, weaknesses, opportunities, and threats. The Marks & Spencer plc brand is very popular and has a great reputation for quality and reliability, such reasons make customers trust the brand and remain their loyal customers (Gelderman et al., 2021). On the other hand, M&S produces a

greater variety of products such as clothing, household goods, and food, which allows it to reach more customers as it helps satisfy different consumer needs. However, the company faces challenges such as high operating costs, including expenses for prime retail locations and labour, impacting its profitability. Moreover, M&S will also fail in the fast change in consumer needs while the slow growth of certain product segments will also bring unhealthy turnover. Therefore, despite those weaknesses, M&S can grab on its expansion chances, focusing on e-commerce and international markets. Through the exploitation of its positions to connect with online shoppers all around the world in over 50 countries, M&S can extend its sales and achieve more customers. Besides, Plan A not only promotes sustainability by setting up differentiation programs among competitors but it also creates an ideal scenario for attracting environment-oriented consumers in the market (Arustamyan and Nasir, 2020). Nevertheless, M&S also faces threats such as intense competition from traditional retailers and online competitors. It might compromise its market position and profitability. Besides, economic insecurity and ongoing Brexit bring another risk to M&S's sales, revenue and supply chain, forcing the organisation to change strategies which will reduce disruption possibility.

Conclusion

Tools such as PESTEL analysis and SWOT analysis play a core role in assisting organizations including Marks & Spencer plc understand and manage their complex business surroundings. PESTEL analysis identifies external factors that involve political, economic, social, technological, environmental, and legal provisions and how they affect the organization's operations and strategy. Furthermore, SWOT analyses facilitate the company to evaluate its strengths and weaknesses and the opportunities and threats, which helps to identify the firm's competitive position. The use of such tools helps organizations to be strategic in making investments and also being able to capitalize on opportunities as well as reducing risk and adapting effectively to changing conditions. Finally, using these analytical tools improves organisations' productivity, ensures competitive advantage and ultimately leads to long-term success in the dynamic and challenged business world.

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