

DIGITAL SKILLS AND RESEARCH METHODS

BMSW4003

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DIGITAL SKILLS AND RESEARCH METHODS BMSW4003

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Student Name: Crizanta Barros

THE IMPACT OF THE MODERN TECHNOLOGY ON MARKS & SPENCER

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3. Rosemond Asante	1916556	Insights of modern technology introduced
4. Sophie Albangbe	1916094	Impact of the modern technology
5. Faith Akama	1916095	Challenges before introducing modern technology

NAME OF THE LECTURER: SUNITH FERNANDO

PRESENTATION DATE: 08/05/2020

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Student Name: Crizanta Barros

THE IMPACT OF THE MODERN TECHNOLOGY ON MARKS & SPENCER

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Student Name: Crizanta Barros

THE IMPACT OF THE MODERN TECHNOLOGY ON MARKS & SPENCER

Introduction

As we all know Marks and Spencer is a leading British retailer that offers a range of quality, high value-added food and clothing to millions of customers worldwide. With more than 1,400 stores around 57 countries and over 50 international websites, it brings to our curiosity to analyze in this presentation how the impact of the Modern Technology works on Marks and Spencer. Technology is used to increase effectiveness and efficiency in what we are doing or completing nowadays.

Slide4: ***Introduction Slide***

Student Name: Crizanta Barros

THE IMPACT OF THE MODERN TECHNOLOGY ON MARKS & SPENCER

Conclusion

Marks and spencer is using modern technologies to understand what customers think in order to know their voice, expressed by email, webchat, SMS or interactive voice response. As result, Marks and Spencer aims to gather real time feedback across all its channels, both from British and International customers allowing senior management to have a view of their customers and make strategic decisions that meet customer needs.

Following an extensive reseach we came into a conclusion that changes has being made to deliver modern technology that brings real value, at pace to the business and customers. (Marks and Spencer plc 2018)

Slide20: **Conclusion Slide**

Student Name: Crizanta Barros



THE IMPACT OF THE MODERN TECHNOLOGY ON MARKS & SPENCER

HISTORY

- Founded 1884 by Michael Marks
- In 1894 starts partnership with Thomas Spencer
- First store was open in arcade in Leeds
- In the 1920s they started buying directly from suppliers
- In 1930 they started food and clothing department
- In the 1970s they gain reputation as a "British quality products"
- In 1934 they set up their first laboratory for new fabrics
- In 1948 they launched own food technology department
- In 1974 Indian and Chinese foods were introduced

History of Marks and Spencer

Student Name: Crizanta Barros

Slide 5: Speakers Notes

Marks and Spencer were founded in 1884 by a polish refugee called Michael Marks, who owned a stall market in Leeds. However, in 1894 Marks decided to go into a partnership with Thomas Spencer, who used to be a former cashier from the wholesale company Dewhirst.

In 1904 they opened they first shop in a covered arcade in Leeds, the slogan they used was "don't ask the price, it's a penny". In 1920s the company adopted the revolutionary policy of buying directly from suppliers, also they started selling their most famous product nowadays underwear.

In 1930 Marks and Spencer started its food and clothing department, this because they wanted to compete with growing trend of department and co-op stores and started to expand its offering to costumers also, they opened they store at Marble Arch. Marks and Spencer has earned a reputation as a "British quality products" retailer. In the 1970s it still purchased most of its products from the UK unlike now, when they are manufactured internationally.

In 1934 they become the first British retailer setting up they own research laboratory to pioneer new fabrics. In 1948 Marks and spencer launched its own food technology department to work closely with suppliers, producers, and farmers.

In 1974, they started producing Indian and Chinese food, the first stores were opened in continental Europe in France and Belgium. (Anon., 2008)



Task: Aims and Objectives of Marks and Spencer

Student Name: Crizanta Barros

Slide 6: Speakers Notes

Marks and Spencer want to inspire and engage they customers because they believe that this will help them achieving, they main goal. They plan for 2020 is to keep the best details on what they did before. They believe that it is a business plan, they want to focus more on the involvement of their customers, employees, and suppliers and on what they do and how they do it.

By aligning social and environmental results with the business objectives, they believe that they can offer greater value to everyone and achieve the goals of becoming the words most sustainable retailer.

PURPOSE/SCOPE OF MARKS AND SPENCER

- Marks and Spencer is a British retailer which tends to be for middle to lower upper classes.
- Marks and Spencer are committed to maintain a high-quality product brand with the purpose to make much profit.
- Marks and spencer is to maintained international channel retail.

Task: **Purpose/Scope of the Marks and Spencer**

Student Name: Rosemond Asante

Slide7: Speaker Notes

Marks and Spencer have made public commitment and the strategy is being integrated into every business function and strategic business unit. It involves suppliers, employees and increasingly customers to enable implementation.

Marks and Spencer are a British leading retail that provides for a great value food, clothing, and homeware to millions of customers. Although they bring quality things into the market, both the lower income and the higher income class can get things they want at a good quality. Marks and spencer are to maintain an international, multi-channel retail, they also want to increase and improve quality values as they bring quality products. Their main ideas are to make much profit by selling clothing and foods. They also thought to provide for both middle class and lower upper class, as they provide excellent service. They also feel proud to use their own brand in all their products, because of quality things that they have (Marks and Spencer plc, 2020).

MISSIONS AND VISION OF MARKS AND SPENCER

- Shifting global supply networks
- Marks and Spencer are to be standard against which others are measured benchmarking
 - Marks and Spencer are to trim technology bill with new It plan

Task: **Missions and Visions of the Marks and Spencer**

Student Name: Rosemond Asante

Slide8: Speaker Notes

The mission of the manufacturers was to turn factories into vertically integrated ones with focus on M&S and to upgrade its production especially along the dimensions of quality and quantity. Marks and Spencer are a company where the most important behaviour standards are essential pillars of both the strategy and the value system. To be able to have standards against which others are measured, to make quality services to all their values, quality, and trust. The missions are to create plenty of rooms to improve their products such as clothing, household products and foods Marks and spencer have made public commitment to have measures, plan, target, time scales and accountability. Marks and Spencer are battling to turn itself round, are battling to turn itself round, is to cut its technology bill by reducing suppliers and focusing its IT business on Tata Consultancy services as principal technology partner.

CURRENT STATUS AND SERVICE OF MARKS AND SPENCER

- Marks and spencer has reported a decrease in clothing sales
- The radical measure will be to reduce the number of high street floor
 - Last year BBC news announced the closure space

Task: **Current Status and Service of Marks and Spencer**

Student Name: Rosemond Asante

Slide9: Speaker Notes

Marks and spencer is been said most revered name retail in the UK but has found life tough, too many shops are closing down, a third of its 300 high street stores that sell full range of clothing, home wares and food have been dismantled. Marks and spencer have reported a decrease in clothing sales as availability in its stores quality and diversity of product went down, coupled by an old-fashioned supply chain that affected its production. Last year the chief executive Steve Rowe has attributed the 5.5% decrease in clothing sector sales on buying mistakes which made popular sizes to be sold out very rapidly. The radical measure will be to reduce the number of high street floor space allocated to clothing and home wares by a quarter, but it is questionable whether this will be a lasting solution in this digital age. Last year BBC news announced the closure of 17 M&S stores located in various towns like Ashford, Barrow, Bedford or Deal as part of its 5 year reorganisation plan to reach more than 100 stores by 2022 (Evans, T. and Knapman , H., 2019).

DIFFERENCES BETWEEN TRDAITIONAL AND MODERN TECHNOLOGY.
MARKS AND SPENCER

TRADITIONAL TECHNOLOGY

- Computers for general operations
- Customer research and segmentation.
- Sales /Tills check out points

MODERN TECHNOLOGY

- The introduction of a web platform
- Predictive Analytics system and allocation
- Mobile First Approach

Task: **Difference Between Traditional and Modern Technology at Marks and Spencer**

Student Name: Kofi Asante

Slide10: Speaker Notes

Speaker notes and references not provided

IMPORTANCE OF MODERN TECHNOLOGY FOR THE ORGANISATION

- To transform the business
- To offer real value to Customers
- To drive growth in a competitive Industry
- To improve on customer experience
- To improve in its revenue generation

Task: **Importance of Modern Technology for Marks and Spencer**

Student Name: Kofi Asante

Slide11: Speaker Notes

Speaker notes and references not provided

CONSEQUENCES OF NOT USING MODERN TECHNOLOGY IN THE ORGANISATION

- Loss of potential revenue
- Lack of confidence (Employees)
- In-effective and poor Customer experience
- Fall out in competition (New marketing Trends)
- In-effective style of operations

Task: **Consequences of not using Modern Technology in Marks and Spencer**

Student Name: Kofi Asante

Slide12: Speaker Notes

Speaker notes and references not provided

THE IMPACT OF THE MODERN TECHNOLOGY ON MARKS & SPENCER

Insights of the Modern Technology Introduced on Marks and Spencer

- True Computing system is Europe's only specialist retail and consumer firm to access the latest retail specific innovations and technologies
- True computing can install, configure and maintain all hardwares needs
- True has a live network model
- True can provide storage to meet the company needs
- True can evaluate systems to identify why they are slow

(True Computing, 2020)

Task: **Insights of the Modern Technology Introduced on Marks and Spencer**

Student Name: Crizanta Barros

Slide13: Speaker Notes

True will offer Marks and Spencer with preventive access to business ready businesses as the retailer seeks to enhance its digital capabilities.

True business model and Live Network allow the company to see more than 2,000 technology and consumer products businesses ready for companies each year. Marks and Spencer will use the Live Network to access the latest technologies and innovative knowledge in the industry that can better support Marks and Spencer digital ambitions. (Marks and Spencer plc 2018)

THE IMPACT OF THE MODERN TECHNOLOGY ON MARKS & SPENCER

ADVANTAGES OF TRUE COMPUTING

- Easy implementation
- Accessibility
- No hardware required
- Efficient recovery

DISADVANTAGES OF TRUE COMPUTING

- May not get all features
- Does not mean you should do away with servers
- No redundancy
- Bandwidth issues

(MARKS AND SPENCER ,2018)

Task: Advantages and Disadvantages of True Computing

Student Name: Crizanta Barros

Slide14: Speaker Notes

True computing can install, configure, and maintain all your hardware needs. By working on servers, desktops, laptops, routers, firewalls, switches, and other peripherals.

True computing installs, configures and maintains server functions, including, without limitation. (True Computing 2011-2020)

Though it is true that information and data on the true computing can be accessed any time and from anywhere, there are moments when the system can have some serious malfunction. Marks and Spencer should be aware of the fact this technology is always prone to outages and other technical issues.

(True Computing 2011-2020)

TECHNOLOGY USED BY MARK AND SPENCER

- Honeywell dolphin computer
- Rapid checkout
- Self- service counter machine
- Cameras
- Artificial Intelligence.

Task: **Technology used by Marks and Spencer**

Student Name: Sophie Albangbe

Slide15: Speaker Note

Honey mobile Dolphin allow staff of mark and spencer to checked back code, tag price and check the location of products. The devices are efficiencies. fast and easy to be carried.

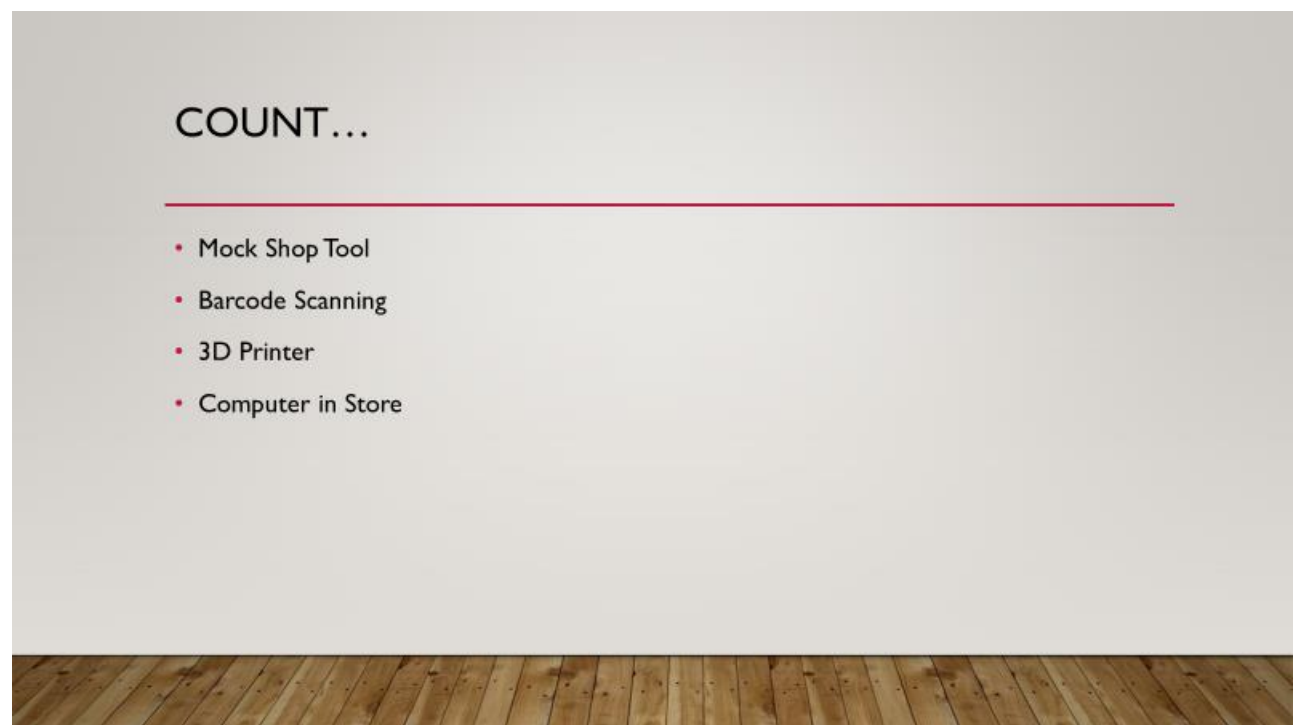
For example, the staff use honey mobile to search for product for the customers who which to collect their product in store.

Rapid Checkout: this has benefitted the customers of mark and spencer's rapidly. For instance, customer that comes in at lunch time, do not need to go to till, Mobile pay go helps customers to speed up their pay without going to the till and this has speed up customer service.

Self- service counter machine: this has benefit mark and spencer and customers It is a quick checkout and easy to use. This service has reduced the number of staff mark and spencer employed, increase profit and improved customers satisfaction

Cameras: this devices spot product in store and track unexpected stock. This enable the staff and managers to locate the unexpected event and restock products.

Artificial Intelligence: The introduction of Microsoft technology, mark and spencer has introduced machines learning touchpoint that enable customer to used computer for the search of products in store. The implementation of AI, mark and spencer have collaborated with Microsoft to transform the digital used in store. This has improved mark and spencer effectively.



Task: Count

Student Name: Sophie

Slide16: Speaker Notes

Mock Shop Tool: This allowed staff of mark and spence to identify product information and to merchandise product in a simple form on the market. The staff used mock shop tool to implement product online and to established favourable collection on the market. The mock shop tools have help to improve the location of product in store for buying and visual merchandising.

CHALLENGES FACED BY MARK & SPENCER BEFORE INTRODUCTION OF MODERN TECHNOLOGY ARE LACK OF THE FOLLOWING...

- **Computers and Social media:**

Before, computers were not invented and records were important, now computers are accessible which makes it easier to save their records.

- **Online services:**

- from before, there was no online service for people who wanted to purchase their products while in their houses. As from now customers can stay at home while using the internet to do online shopping without stress.

Source: <https://fashionunited.uk/news/business/marks-spencer-reveals-technology-transformation-programme/2018010927558>

Task: Challenges Faced by Marks and Spencer

Student Name: Faith Akamo

Slide17: Speaker Notes

Increment your profitability and, with a decent comprehension of the product running on them, you will turn out to be increasingly beneficial at all that you do. For instance, when you have an essential comprehension of utilizing a word processor, you can make, store, alter, offer, and print reports and letters.

- Even though there are inconveniences to utilizing a PC, we accept the favourable circumstances incredibly exceed the hindrances (in spite of the fact that we might be one-sided) (Computer Hope, 2020)

SCANNERS & SELF SERVICES:

- during before there was no scanners to scan their goods, however as from now scanners are available and running all around their stores.
- Before, they did not have access towards social media and messages which meant that it was very hard to communicate around their store, as from now they can use social media and emails or send messages
- Before they did not have access for customers to have availability to scan their items their selves in order to quickly purchase their products quicker, as from now they have high tech machines witch allow customers to serve themselves and pay for products which make it more efficient.

Task: Scanners and Self Services

Student Name: Faith Akamo

Slide18: Speaker Notes

Mark & Spencer has introduced a new way for their customers to shop; Scan as you Shop. As the customer enters the supermarket the customer can pick up a scanning device. They can collect a shopping trolley and go around with the scanner as scan as they shop. This means that they can simply place items into their shopping bags without the need to unload and reload their trollies at the checkout.

Once they have finished shopping, they simply connect the scanner to a designated self-service machine and pay for the items which they have bought. Customer assistants are always on hand for anyone that may need help. (MGT Design Ltd, 2020).

Scan and Go technology are designed to make the shopping experience simpler, faster, and more convenient for consumers. ... Instead of going through the lengthy process of scanning items at the end of the visit, customers can scan each item as they put it in their cart. (MGT Design Ltd, 2020).

M&S

Online services:

- From before, there was no online service for people who wanted to purchase their products while in their houses. As from now customers can stay at home while using the internet to do online shopping without stress.

Source: <https://fashionunited.uk/news/business/marks-spencer-reveals-technology-transformation-programme/2018010927558>

Task: **Online Services**

Student Name: Faith Akamo

Slide19: Speaker Notes

An online service refers to any information and services provided over the Internet. These services not only allow subscribers to communicate with each other, but they also provide unlimited access to information. ... Online services may be free or paid. Previously, there were no online service however, you can stay at home and complete your shopping online with the help of technology (Tecnopedia.com, 2020).

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