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MARKS &
SPENCER



Today's Agenda

- ← Introduction
- ← Background of the Company
- ← Aim and objectives of the Company
- ← Disadvantages of the modern technology
- ← Impact of the modern technology
- ← Expectation of the modern technology
- ← Lessons drawn from modern technology
- ← Conclusion
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Introduction

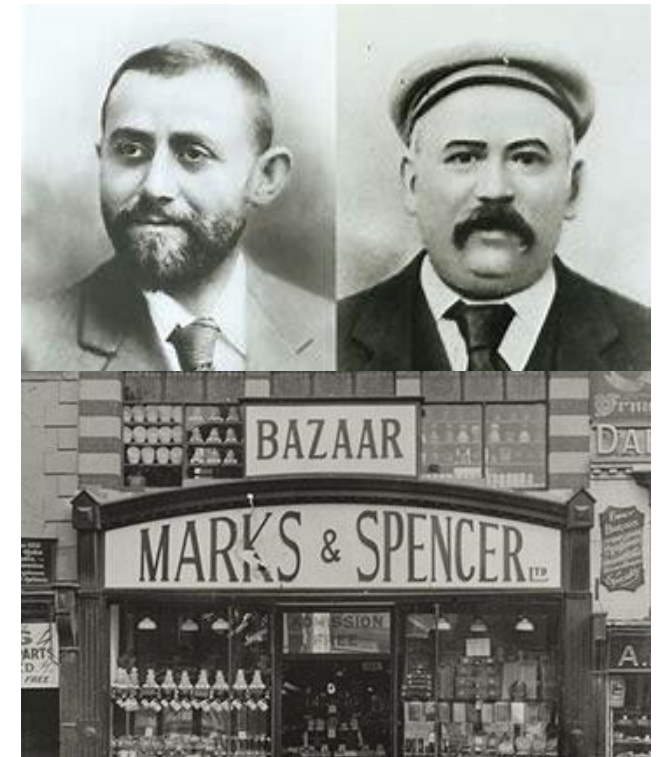
Marks & Spencer story started as a hard dream to achieve but turned out to be one of the most successful companies.

The ***Marks & Spencer*** Company Archive is a vital business asset of over **70,000** historical items and acts to collect, preserve and utilise material relating to all aspects of our history and development as a company.

Marks & Spencer is the largest British retailer with nearly over **700** stores in the United Kingdom and over **300** stores spread across more than **40** countries. It specializes in the selling of clothing, food and home furnishings.

Background of the Company

Marks & Spencer was formed in **1884** when **Michael Marks**, a Polish refugee opened a market stall in **Leeds**, with the slogan 'don't ask the price, it's a penny'. In **1894** Marks went into partnership with **Thomas Spencer**, a former cashier from the wholesale company, **Dewhirst**. In **1904** **Marks & Spencer** opened their first shop in a covered arcade in Leeds. In the **1920s** we adopted the revolutionary policy of buying directly from suppliers. In **1926** **Marks & Spencer** limited became a public company. In **1930** the flagship **Marble Arch** store was opened. In **1931** a food department was introduced, selling produce and canned goods. In **1934** we were the first British retailer to set up its own research laboratory to pioneer new fabrics. In **1948** **Marks & Spencer** launched its own food technology department to work closely with suppliers, producers and farmers. In **1974** **Indian and Chinese foods were introduced**. In **1975** the first stores opened in continental Europe in **France and Belgium**. In **1985** our chargecard was launched. In **1999** online shopping was introduced via our website. In **2001** the first simply food stores opened in **Surbiton, Twickenham** and the **Per Una** range, designed by **George Davis**, was launched. In **2002** the **blue harbour men's range** was launched, and the limited collection launched the following year. In May **2004** **Stuart Rose** was appointed **Chief Executive** of **Marks & Spencer**. He became **Executive Chairman** in **2008**. In November **2009** it was announced that Marc Bolland, then chief executive of Wm Morrison, would be the new **Chief Executive** of **Marks & Spencer**.



Aim and objectives of the Company

Marks & Spencer Aims

- ← One of the aims of Marks and Spencer is to make sure that they make money for its shareholders and improve profit each year.
- ← M&S wants to complete programs to secure meaningful economic, social and environmental benefit in the communities around stores and beyond.
- ← M&S aims to bring together real time feedback across all its channels from both UK and international customers, enabling senior management to get one view of their customers and make strategic decisions that respond to customer needs.

Marks & Spencer Objectives.

1. Employee orientation- Higher expectations that staff can contribute more to the organization. There is a need for succession management. As such developing a career path for employees. Its part of **Mark & Spencer** to attract, motivate and retain high calibre workforce.

2. Organizational objectives- Mark & Spencer is to regain their leadership in clothing and specialty food. This is to be achieving by translating their scale and authority into superior quality, value and appeal.

3. Sales objectives- Marks & Spencer belief that there is plenty of room for improvement in their sales per foot. They saw return per foot as a key operational objective going forward



Impact of the modern technology

Marks and spencer implemented a new technology known as rant & rave, which is a platform where the customer can express their requirements or observations about any aspect belonging to the company, it has been observed that this technology has an impressive impact on the British and international population. This is their main objective to find solutions and implement strategies for a better service, with this technology the company seeks to support itself in customers to meet their needs.

The creation of a new technology operating model, which will drive significant efficiencies in how **Marks & Spencer** exploits new technology, including the adoption of industry agile methods, effective from **1st March 2018**. The appointment of Tata Consultancy Services (TCS)- one of the world's leading technology companies as **Marks & Spencer** principal technology partner



Advantages of modern technology

1. **Online shopping – Marks & Spencer** gain a lot of customers just by giving them the option of food delivery. A lot of people find it much easier just to order online, as there's no queues and you practically don't do much other than order the food and wait for it to arrive, making it easy on people who has a full time job and has little time to shop in person. It is also much easier for people who are disabled and everything can be possible with just one click online.

2. **Self check-out machines** – technology has once again proven to be faster than humans, and with self check-out machines this is a main point for selling. Sometimes customers don't want any human interaction and so by having an option of self-check out it gives those customer a bigger chance to buy in-store, not to speak about the fact that self check-out machines are much faster and easier for customers who only purchase a few items as no one would like to stand in a queue of a family shopping list check-out.



Disadvantages s of the modern technology

Disadvantages of technology can increase the dependency on modern tools, for example. Man no longer makes mental calculations and no longer works his memory. The decline of human capital implies and increase in unemployment. Devices can replace the human mind.

Increased loneliness. Social isolation is on the increase, people are spending more time playing video games, the more advanced society becomes technological, the more people begin to depend on computers and other forms of technology.

Job loss. Modern technology has replaced many human jobs; robots are doing the jobs which used to be done by humans, for example a computer can do some jobs faster and more accurately than a person can.

Expectation of the modern technology

Marks & Spencer is overhauling its back-office technology as the **134**-year-old retailer ramps up efforts to strip out costs from the business while battling rapidly changing shopping habits.

The retailer has announced a new '**technology transformation plan**' and struck an agreement with Indian **IT Giant Tata Consulting Service**, which will become the retailer's **main technology partner**.

Marks & Spencer said it would be consulting with a further **30** employees whose roles will dramatically change following the review, which will result in the retailer having a much smaller in-house technology team.

A spokesman confirmed that **Tata** will replace **Marks & Spencer's** existing technology contracts with **8** large suppliers, including **Fujitsu**, **Sapient** and **Daisy**, and will also manage the retailer's contracts with small technology firms.

Lessons drawn from modern technology

- ← Billions of dollars are being spent every year on new technology. From CRM's (Customer Relationship Management) to ERP's (Enterprise Resource Planning).
- ← When things don't go as planned senior executives often blame the systems themselves. But, as change management experts, we know technological integrity is rarely the source of the problem. In fact, buying and installing new technology is actually the easy part.
- ← Making sure users adopt the new system to its full capacity and continue to use the new processes on a sustained basis is where most organizations fall short



How technology is affected our personal life

Man has always sought ways to make life easier, be it **personal** or **professional**. In the last two centuries, the most remarkable innovations have been recorded in the field of technology.

The impact of technology on everyday life was a major one, with many aspects of human daily life improving considerably. The theoretical physicist **James Clerk Maxwell** lays the foundations for electrotechnology, so that the use of electricity receives new valences in the domestic and industrial use of electricity, in telecommunications, radio and television, the internet, medical, aviation, naval technologies etc.



Marks & Spencer and employee engagement

Marks & Spencer employs **85.000** employees in **53** countries. **Marks & Spencer** believes that wellbeing is a critical component of engagement, which in turn drives business success so their wellbeing programme aims to build a committed and healthy workforce that is involved with their communities.

To maximise participation **Marks & Spencer** introduced components to the programme suggested by employees, for example a calendar of initiatives such as the annual weight loss challenge and **BIKE 24** charity challenge and a triage physiotherapy beating **NHS 3** month waiting lists. Turnover rates have improved since the launch down to a low of **0.50%** in February **2013**. sickness absence fell **7%** in one month. **Marks & Spencer** has seen over **13.000** employees use its wellbeing website 'planahhealth.com'. Over **10.500** employees have now undertaken a wellbeing pledge to take steps, such as drinking more water, to improve their health; additionally **4** metric tonnes of weight were lost during the weight loss challenge while increasing staff engagement.

Marks & Spencer wellbeing has also extended globally providing localised solutions to employee needs such as a **Greek EAP programme** and wellbeing website for employees across **India**

Modern technology and environment

The modern world is basically established on high technologies. The various implications and utilization of high tech products are a major necessity for everyday living. The impact of technology on the world's environment has come at a server cost to humans. The aspects and effects of technology can be good and bad depending on their effects on the nature or the environment. A sound environment is always required to sustain healthy lives for each and every person, globally. The random utilization of high-tech applications may spoil the ecological balance of the earth and the negative effects are hampering the health of all life on this earth. Although technology is very negative part, introducing green technology, will introduce some positive effects as well. Green technology has brought some great ideas and energy saving ways. Green technology was introduced was of generating heat and energy with great results. The UV rays of the sun are being harnessed through the solar panels, instead of convectional wood burning procedures. The energizing strength and powers of water flow and wind are being processed to establish electricity, which can help to lessen usage of coals, oils and uranium.

Another impact of technology on the environment is greenhouse gas which has caused problems like global warming, glacier melting, rising sea levels, very high air pollution, affecting sustainability of life in humans, animals and fish.



Conclusion

- ↓ **Marks and Spencer** have recently started to increase the range of product offers so that their loyal customers are able to buy more of what they want at **Marks and Spencer**.
- ↓ According to **Marks and Spencer** research by **Allegra** their fair-trade coffee served in many of their stores is the industry **best selling**. Also Accelerate store renewal programme **Marks and Spencer** are in need of refurbishing their stores particularly for those who have been within their portfolio for many years.



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Any Questions?



Digital Skills and Research Methods

Group presentation and report

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Lecturer: Dr Mushfiqur Rahman

INDIVIDUAL CONTRIBUTION: FLORENTINA BORNEA (1914789)

SLIDE 3, 4 & 5 - (Introduction, Background of the company and Aims and objectives of the company)

Introduction:

In this essay we will talk about Marks & Spencer. M&S was founded in 1884, by Michael Marks, but at the beginning he opened a market that had the slogan "Don't ask the price, it's a penny."

One of the goals of the company is to have adequate income for the benefit of the company, its partners and for environment benefit.

We will also talk about the impact of modern technology, its advantages and disadvantages. Modern technology has impacted society in a positive way, since nowadays, we only need a mobile phone to carry out any activity. But there are also some disadvantages, one of them may be that in recent years companies only require machines for work, this affects society because is not employments for human layoffs accumulate.

With the core mission of offering working-class people with the most high-quality products at the most affordable price possible, MARKS & SPENCER emerged. Now being one of the retailing giant having more than 700 stores in the UK and more than 300 stores spread around 40 countries in the world. The key of this successful business is to collect, store and utilize the materials. The key product line includes the clothing, food and home furnishing items.

Background of the company:

All started with a simple yet impactful slogan which is "Don't Ask for the price, It's a Penny" which implies the core theme of the business. Michael Marks, a polish refugee initiated a stall at Leeds by focusing as well as highlighting the mentioned slogan at the year of 1884. At the year of 1894 marks went to a partnership with Thomas Spencer a cashier from Dewhirst. The first shop was opened at Leeds in the year 1904 and 1920 they started to take direct supplies (Marks & Spencer, 2020). At 1926, it becomes a public company. Their flagship store named Marble arch was opened in 1930. They started dealing with foods and they were the first to make a research Laboratory for fabrics. At the year of 1975, they started operating in Europe by opening stores in France and

Belgium. In the year 1999, they started to use the internet for their selling purpose as well as responding to the changes. At the year of 2004, Stuart rose was appointed as the chief executive of this organisation. After so many changes in this regard, Marc Bolland has been stated to be the new chief executive of Marks & Spencer (Khan et al., 2018).

Aims and objectives of the company:

Among several unstated aims, one of the core aims of this organisation is to make a standard amount of profit that can provide a handsome amount to the shareHolders. Another aim is to provide social, economic and environmental benefits to the stores and well beyond the stores. Marks and spencer specifically collect consumer feedback from all the communication channels and strategically handles the customer's requirements (Toms and Zhang, 2016).

The objective has been fragmented into three orientations. The employee-oriented objectives include hiring and retaining employees with high calibre as well as gaining the most from them. Organisation oriented objective seek for gaining leadership in the food and clothing sector by delivering superior value and higher quality. The sales objective to gain continuous improvement in the relevant aspect (Marks & Spencer, 2020). With the history of serving quality products, marks and spencer have been focusing more on adding new items to their product line. While having new products they are not compromising with their quality which is still keeping them on the peak list.

INDIVIDUAL CONTRIBUTION: KARLA CASTRO (1917566)

SLIDE 6,7 & 8 - (Impact of the modern technology, Advantages and Disadvantages of modern technology)

Impact of the modern technology:

Technology is now a big part of our society and our foreseeable future. The impact of technology in modern life is advanced, we use technology in different ways, technology moves faster than we can keep up with it. The internet connects billions of people around the world and allows a type of connectivity more advances, companies are able to do business with consumers from different countries, friends and families are able to talk to one another and see each other regardless of locations, and information sits at the fingertips of every person with a computer, tablet and phone.

Modern advances in companies have also impact everyday life, for example Marks and Spencer implemented a new technology known as Rant & Rave, provide customers engagement solutions with a difference, by proactively communicating with and capturing actionable insights from their customers and employees. Technology plays a vital role in enhancing business by promoting their business on the web, M&S share their product on media and many other sources that technology created. M&S find employees with high skills and capabilities through technology.

Advantages of modern technology:

Modern technology has increased drastically in recent years, now in day technology is necessary for needs of society, technology advances allow people to find a more efficient way of doing things, and these processes deliver positive results, also increased productivity, from the business view, this is definitely an advantage, for example, M&S gain a lot of customers just by giving them the option of food delivery. Thanks to technology, our lives are more easy, we can pay bills, bank online, we can shop online, work from home, study, also we can use for our health.

Disadvantages of modern technology:

When a business or organisation uses technology properly, the technology typically cuts the number of hours that need to be worked. This increases profit because it does not need to pay workers for a reason that technology essentially completes the task that the employee originally did.

The modern technology has a lot of disadvantages, the most people used and waste their time. Like doing unimportant activities, television, video games and

most mobile phones. One of the worst things that technology do is that reduce the knowledge of people, now most of the society depends on technology which means that the human work reduce and it would imply that more work done by machines.

INDIVIDUAL CONTRIBUTION: CAROL VELEZ ACOSTA (1917561)

SLIDE 9, 10 & 11 - (Expectation of the Modern Technology, Lessons drawn from modern Technology and How technology is affected our personal life)

How technology affected our personal life:

Today it is impossible to live without technology. It is present in our routine from the time we get up until we go to sleep. It is a tool that makes our day to day easier and helps us to be connected to the world in moments. When we talk about the impact that technology has on the market and on our lives, we cannot think that these two things are separate. With our phone we can send a text message, pay our bills or buy the latest television.

The same thing happens in business. One way to have a more direct contact with the customers is to offer them more facilities when they are buying or consuming our product, as well as giving them a direct way for queries or complaints. In Mark's & Spencer they applied such technology in their business and have implemented it in its operation.

Lessons drawn from modern technology:

As an entrepreneur, implementing new technology in the production, distribution, or sales process can greatly reduce costs and improve efficiency. This also facilitates the task of the workers making them more effective.

They have developed a mobile application, with which you can buy any of their products with a single click. With this application you can also stay up to date with all updates or modifications, offers, bonuses... anytime, anywhere. This application has GPS to show you which are the closest stores.

From their website you can also make purchases, in addition to tracking your order, how the delivery is going and what the collection points are. You can also ask for help on returns or exchanges, how to pay at the stores... Another thing you can do from their website is to use their online bank services, debit or credit cards, medical insurance for families and pets, home insurance, etc.

Expectation of the modern technology:

All these new technologies help the customer to have a better experience with the company, making the possibility of buying there higher in the future. The facility to do a complaint or to make a question online, without paperwork or queues, makes the customer interested in making a feedback to the company. It will help to have a direct relation between customer and company.

INDIVIDUAL CONTRIBUTION: MARIOS (1906865)

SLIDE 12, 13 & 14 - (Marks & Spencer and employee engagement, modern technology and environment and conclusion)

Marks & Spencer and employee engagement:

According to Kruse (2012) employee engagement can be effectively used in the competitive business environment as a tool for attaining a competitive edge in the market. However in this assignment the employee engagement techniques used by Marks & Spencer will be assessed and based on the results, recommendations will be given to the management of the company which they can use to overcome any identifier barriers that they might be hindering the creation of engaged workforce effectively

Modern technology and environment:

Research Studies have suggested that there are numbers of advantages of having a fully engaged workforce (Albrecht, 2010) Employees who are completely engaged are the ones who feel satisfied with their job, they are happy and healthy which means that they deliver an enhanced performance resulting is increased consumer satisfaction and alleviated.

In addition, ecological systems imbalances and disruptions results from technology advancements in the modern world. Collapse of ecological life and

extinction of organisms from their natural habitats is a direct probable results of modern and normal technology.

Conclusion:

The company I have chosen for my report is Marks & Spencer, it ranks as the biggest clothing retailers in the UK and 43rd largest in the world. It primarily sells clothes, foodstuff and more recently furniture, gifts and household items. It operates through more than 900 stores in around 43 territories. It's clothing and homeware products account for almost 49% of their revenue. It is built around the five key principles of service value, trust, innovation and quality, it's shares are listed on the London stock exchanges as well as the FTSE 100 index.

M&S is one of Britain's oldest and best known retailers of clothing, foods, homeware with more than 60000 employees people worldwide operate in more than 450 stores in 30 countries, and serve tens of million customers every week. Marks & Spencer is one of the UK's leading retailers with over 21 million people visiting their stores each week, However in the fiercely competitive market environment, operational management strategies are quite important for retailers to obtain a competitive advantage and access to greater income. This report has introduced the whole history about Marks & Spencer.

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