

Marks and Spencer: Case Study (Question 3)

What changes did Marks and Spencers make to improve the stock management and try to increase the customer service ?

Marks and Spencers (M&S) is a prosperous retail chain of stores, with 285 stores only in the UK; that's why stock accuracy and real time stock management is vital for a business, especially at this level. M&S introduces a very interactive, accurate and efficient Stock Management, helping the company to diminish the losing and gain time and resources that is transforming the business into a market leader at this moment in time.

The retail chain introduces the electronic stock management that helps the company keeping the records of stock and manage the stock easily, even at their huge stock transfer in and from the company. Marks and Spencers is one of the first company in the world that actually track their goods and collect information about the people that buy their goods in shop or online, collecting data about what people buy most frequently and what's their customers needs, that making the stock updates to be more accurately (some of the shops even removed certain products that they realised are less or not bought at all from their stock of products)

This company use actually an advanced technology to locate their goods. The company also use technology to coordinate between different departments. It brings more proficiency and less expenditure, and as a result production cost is low. On -the-counter payment was also introduced by Marks & Spencer. (UKEssays.com, 2019)

Another methods of managing the stock:

- New technology implemented at the POS (Point of Sale) counting automatically the stock remained in the shop's warehouse (Start and End of Day stock management)
- Electronic combined system of stock management that keep together the sale reports from online (E-Retail) and offline (shops)
- Tracking and data collection of what are the recent trends and what is not in trend anymore, making the stock management efficient

Under M&S' transformation plan, Making M&S Special, the retailer is reshaping its store estate, while investing in digital. The food to fashion retailer set out in May how it plans to close more than 100 stores by 2022, while at the same time growing online to a third of its turnover.

Marks and Spencers developed and use a very unique way of keeping the stock management, using directly the feedback from their customers. They collecting data from customers, on every platform (media, in shop, online) and track the customers needs, the customers experiences in online and offline environment and what customers think about the products that they bought. Also using the customers buying experience at M&S they figure out what the customers buy more frequently and where is a deficiency in stock when the customers complaining that they couldn't find a certain product in stock. (InternetRetailing, 2019)

References:

1. InternetRetailing. (2019). M&S introduces new technology to help shape its strategy around what customers want.

Available at: <https://internetretailing.net/customer/customer/ms-introduces-new-technology-to-help-shape-its-strategy-around-what-customers-want-18366>

2. UKEssays.com. (2019). Case Study of Business Strategy Of Marks And Spencer.

Available at: <https://www.ukessays.com/essays/business/case-study-of-business-strategy-of-marks-and-spencer-business-essay.php>