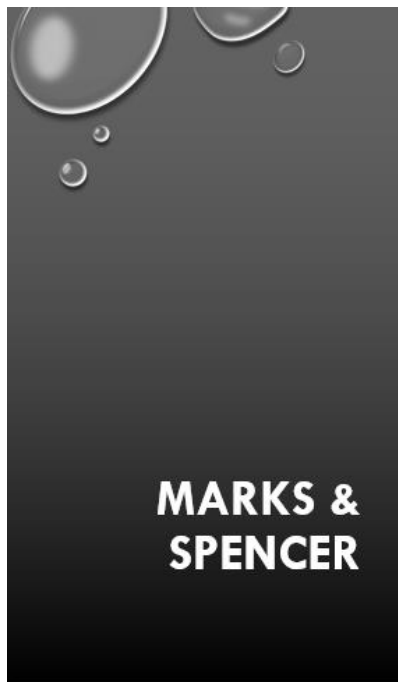




- ANDREEA LOREDANA SUSANU 1915299
- PETRONELA GABRIELA URUIOC 1914742
- DANIEL VASILE CHIVU 1914752
- ANDREI SOFRONIE 1914785
- CARMEN TODIREASA 1917099

DIGITAL SKILLS AND RESEARCH METHODS

SUNETH FERNANDO

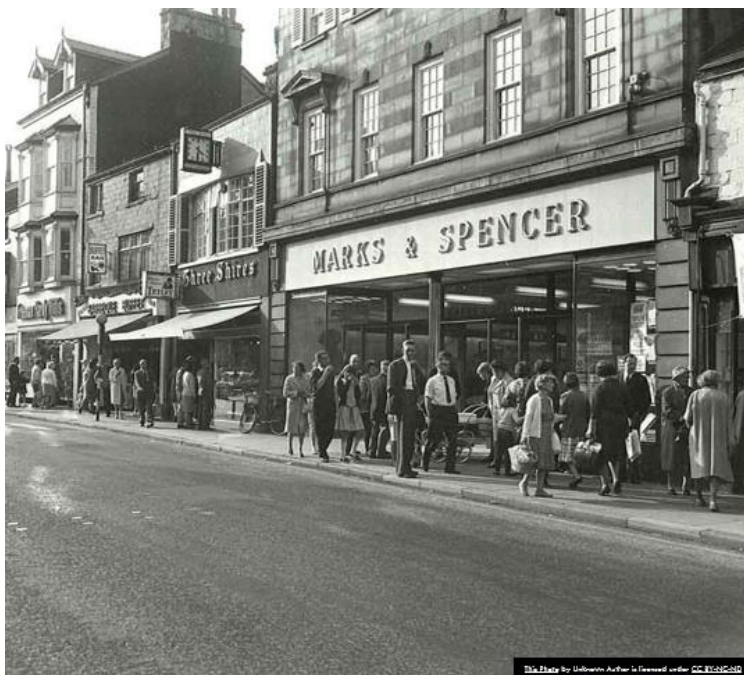
MODULE CODE (BMSW4003_LON)

WELCOME	SLIDE 1
Andreea Loredana Susanu.....	SLIDE 4 and 10
Petronela Gabriela Uruioc	SLIDE 6 and 10
Daniel Vasile Chivu	SLIDE 2 and 8
Andrei Sofronie	SLIDE 5, 7, 9
Carmen Todireasa	SLIDE 3 ,11 and 12
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SLIDE 2 – INTRODUCTION

DANIEL VASILE CHIVU – STUDENT ID - 19152299

MARKS AND SPENCER – PRESENTATION NOTES



1. INTRODUCTION

- MARKS AND SPENCER IS ONE OF THE BIGGEST RETAIL COMPANY BASED IN UK
- 21 MILLION CONSUMERS ARE VISITING THE STORES EVERY 7 DAYS
- EXCEPTIONAL FOOD VARIETY
- CONSIDERABLE DEAL ON CLOTHING AND HOMEWARE
- POSSESS THEIR OWN BRAND
- 1,035 UK CHAINS
- 1,380 GLOBAL DEPARTMENTS
- (2018) 80,787 STAFF MEMBERS
- 136 YEARS TRADING

Marks and Spencer (M&S)

Marks & Spencer (M&S) is the UK retail organization with over 600,000 people and over 885 stores worldwide in 285 stores global in over 40 countries. M&S is the UK's largest clothing retailer and leading food retailer in the same market and as of 2019 is the 14th largest retailer in the world. M&S is a global business supported by company leaders in 30 countries worldwide (Scott and Walker, 2017). Functional systems play an important role in forming or breaking up an organization. This is the key to success in business.

The performance and functioning of the senate primarily affect resources and management functions that improve products and services.

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SLIDE 3 – BACKGROUND

CARMEN TODIREASA – STUDENT ID – 1917099

MARKS AND SPENCER – PRESENTATION NOTES

2. BACKGROUND

- IN 1884, MARKS AND SPENCER BEEN ESTABLISH BY MICHAEL MARK
- IN LEEDS, MICHAEL MARK OWNED FIRST MARKET STALL, APPLYING THE SLOGAN “DON’T ASK THE PRICE, IS A PENNY “
- IN 1894, MICHAEL MARK WENT INTO BUSINESS WITH THOMAS SPENCER
- IN 1975, MARKS AND SPENCER HAS STARTED TO OPEN STORES IN EUROPE AND CANADA



In the beginning, Marks and Spencer was recognised as “ Penny Bazaars, was establish in 1884, by Michael Mark as a retail business in Northern England. Ten years later (1894), Mark went into collaboration with Thomas Spencer, nominated as co-founder of the firm. Marks and Spencer become one of the biggest retail company in UK, expanding the business worldwide. In 1920s own food brand has been introduced in the market, leading to massive expansion from 1894 to 1939, when another 234 shops, has been inaugurated. According to Fin, director of Canadian Institute of Retailing and Services Studies at University of Alabama; “Marks and Spencer were never successful in Canada.’ ‘Competition was very intense in Canadian market therefore they collapsed (Le Riche 1999).

SLIDE 4 – MARKS AND SPENCER PURPOSE

ANDREEA LOREDANA SUSANU -STUDEN ID -1915299

MARKS AND SPENCER – PRESENTATION NOTES

3. PURPOSE

- DELIVER THE BEST AND FINEST PRODUCTS
- COMPANY BENEFITS GRATER INCOME
- EXQUISITE SERVICE
- GROW DURABLE NATIONAL AND INTERNATIONAL MULTI-CHANNEL SELLER
- ACHIEVE AND INSPIRE CONSUMERS WORLDWIDE
- SHOPPERS TRUST AND STAFF INVOLVEMENT
- SIMPLE CORE PURPOSE : "ENHACING LIVES.EVERY DAY"



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The current status of Mark and Spencer

The purpose of Mark and Spencer where looking forward to delivering the best and finest products through the world.

Mark and Spencer British retailer is expanded National and international multi-channel seller, benefiting of a great grow in income and customers with an exquisite service.

Mark and spencer with the time ,being more organized, introducing self-check-up without waiting to much staying in the queue ,subsequently they has hurled an online service ,enabling to customers to have their dinner delivered in the front of the door, it also introduced home delivery for individuals who really needs to

receive their staff home, customers with disabilities or those who really couldn't get out of the house.

M&S is also offering customers a full click and collect facility for all the shops enabling to order, collect and returns items. Clients can also fold orders from Mark and Spencer food stores.

M&S gift cards are valid in all the shops. The gift card can be used as full or part payment for all products for M&S stores including food. Mark and spencer gift cards can be used for most acquisitions but not using them to pay all bank services.

The Mark and Spencer bank are contributing a field of individual investment products, covering travel services offering you and your financial needs to save your current money on you re account and to exchange money with a low rate.

For Mark and Spencer is very important, shoppers trust and staff involvement because the British company want to achieve and inspire consumers worldwide. Simple core purpose, 'Enhancing lives every day'.

SLIDE – 5 - AIMS

ANDREI SOFRONEI – STUDENT NUMBER -1914785

MARKS AND SPENCER - PRESENTATION NOTES



The Refid is a 32 bits-field that identifies the source of time for the data package .

This system ensures the stores that they don't get out of stocks , and the orders delivered to the costumers , the system being used at online orders and inside the shop when the employees are refilling the shelves .

By keeping a real time stock and sales report generating automatically a resupply report.

Gadgets for costumers.

In 2012, Marks & Spencer started introducing wi-fi own networks, and ipads for the costumer assistants , in a trial of connecting their online and in store communications.

Initially, launched in Liverpool, the IT support, and the companies, website grew together, as an bonus, they added scanner's inside the store that helps costumer to find details about the promotions, the price, and other helpful information.

SLIDE – 6 - MISSION

PETRONELA GABRIELA URUIOC -STUDENT ID -1914742

MARKS AND SPENCER – PRESENTATION NOTES



"M&S has a strong brand embodying quality value for money and practicality which appeals to many people and promotes customer loyalty. M&S profits have been rising steadily since 2001 and the cash position was very strong as at the year ended the 31st of March 2007 (M&S 2007)."

The Marks and Spencer brand is based on fundamental values of quality, value, services, innovation and trust. In general, the "mission" of the brand is to make the aspirational quality accessible to all, through the depth and range of its products, with the main aim of selling its products and services.

SLIDE – 7 – CURENT STATUS

ANDREI SOFRONEI – STUDENT NUMBER -1914785
MARKS AND SPENCER - PRESENTATION NOTES



Once the bank's technologies become available worldwide, and the card's got the NFC-type connection, the franchise implemented both the technologies. Because of the fast pace of technologies, and the fault in their banking systems in 2013, an error on the chip and pin machines was making the payments from previews costumers, the issue getting allot of attention from the press.

DANIEL VASILE CHIVU – STUDENT ID - 19152299

MARKS AND SPENCER – PRESENTATION NOTES

7. CHALLENGES BEFORE INTRODUCING MODERN TECHNOLOGY

- NO INTERNET CONECTION
- NO ONLINE WEBSITE
- NO ONLINE SHOPPING
- NO DEBT OR CREDIT CARD PAYMENT
- HUGE INVESTMENT IN HOME DELIVERY
- NO SOCIAL MEDIA TO ADVERTISE THE BUSINESS
- NO DIRECT WAY TO CONECT WITH SHOPPERS SUCH AS :EMAILS,MOBILE PHONES,TELEVISION ADVERTISE



No Internet

M&S is facing growing competition as the Internet makes shopping, price comparisons and access to fashion from around the world easier. M&S struggled to adapt (Tom and Zhang, 2016). The company invested heavily in automated warehouses for home delivery, which struggled to meet demand.

No online website

According to Global Data, a retailer, about a quarter of fashion clothing and footwear is currently purchased in the UK, while dozens of smaller brands from Asus and Bowden to Me + Em are taking advantage of going mainstream.

No online shopping

Online stores and marketers offer discounts to attract consumers to shop online. Excluding the cost of services and property, retailers can sell goods on the Internet at attractive discounts (Bernon, 2018). Sometimes large online stores offer store comparisons.

No debit card payment-huge invest in-home delivery

Buyers do not have to queue at the box office to buy goods. They can shop at home or work, and they do not have to spend time travelling (Scott and Walker, 2017). Users can also find the product they need by entering keywords or using search engines.

Finally, they can say that M&S is one of the fastest-growing retail organizations, and company can see that in the top 20-25 retailers in the world shortly.

SLIDE – 9 – INSIGHT OF MODERN TECHNOLOGY
ANDREI SOFRONEI – STUDENT NUMBER -1914785
MARKS AND SPENCER - PRESENTATION NOTES

8. INSIGHT OF MODERN TECHNOLOGY

- MARKS AND SPENCER USE RFID TO COUNT STOCKS AND ORDERING
- TABLET IN STORE FOR BETTER CUSTOM EXPERIENCE
- CHIP AND PIN MACHINE FOR TAKING PAYMENTS
- SHOPPERS CAN ORDER PRODUCTS WHICH ARE NOT AVAILABLE IN STORE
- NEXT DAY DELIVERY
- CLICK AND COLLECT
- WI-FI OWN NETWORK
- TOUCH AND PAY WITH CARD OR PHONE MOBILE

The image shows the entrance of an M&S Food to go store at night. The store's name is illuminated in green and white above the glass entrance doors. Inside, a person is visible walking through the aisles, which are stocked with various food items. The store has a modern, clean appearance with bright interior lighting.

By the implementation of chip and pin M&S started the era of self, check-out, cutting the long waiting from the traditional check-out systems but also the risk of robberies.

Another customers service, that helps millions of costumers per year is the ordering. This is one of the functions that are not limited only on the food category , but trough all the sections , being part of the delivery section.

On their website , the costumer being able to find any

favourite item , and promotions that are out of stock in their close to home store , and order them to their house.

Next day delivery option.

It stands for the costumers in need of larger orders , or items that needs to be processed from another area or warehouse because of the lack of stock in certain areas.

This feature being available in certain areas free , after some millage , the transport is being paid .

Another service that M&S provides to their costumers is click and collect. The system is being based on the idea of paying before you head to the store , and all the groceries are being processed meanwhile the costumer is traveling towards the store by employees that are working inside the delivery department.

This feature helps with the big congestions inside the store by getting your order processed, in the moment when the costumers go to the store, they only hand their costumers their orders.

Cloud computing.

The cloud computing it stands for the practice of using a network of remote servers, hosted online with the purpose of storage, manage or processing of the data, replacing the old- fashioned local servers and personal computing storage.

Since the beginning of cloud computing , the market evolved , most of the companies , including M&S are relating on the cloud computing to maintain and update regularly their store application , their website , also by the clients , most of the applications moving towards the cloud computing.

Models of cloud computing.

The cloud computing is based on classical servers, but controlled by a company, more and more often the companies are using cloud computing solutions from their choice as a provider. One of the biggest Company offering cloud computing and the pioneer of the field is Amazon, being close followed by others like Microsoft with One Drive, program of choice for most of the users of Microsoft suite being users of the program.

Another example of service is Google Drive, offering the same type of services in their Android based machines (eg. Mobile Phones, laptops, and multimedia points).

Also the cloud is everywhere now days, by the continuous updating of size of files.

Other examples are Spotify, Apple Music, Netflix and other providers of streaming services.

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SLIDE -10 – IMPACT OF MODERN TECHNOLOGY

PETRONELA GABRIELA URUIOC -STUDENT ID -1914742

MARKS AND SPENCER – PRESENTATION NOTES

8. IMPACT OF MODERN TECHNOLOGY

- MARKS AND SPENCER WENT INTO BUSINESS WITH INSIGHT
- INSIGHT HELP SELLERS AND BIG BRANDS WITH TECHNOLOGY
- HELP TO ADVANCE PRODUCT AND PRICING

9.LESSON DRAWN FROM THE CASE STUDY

- IN THIS SESSION THE OLD TECHNOLOGIES AND NEW TECHNOLOGIES WILL BE COMPARED AND CONTRASTED
- TECHNOLOGY MAKE EVERYTHING EASIER FOR RETAILERS
- AND CONSUMER



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Mark and Spencer went in partnership with first insight which can retails and other big brands with technology and help to develop them product and pricing.

Marks and Spencer is this store that includes many departments, people finding everything they need we can find many very popular brands of clothing technology but also many more. M&S offers many benefits to employees with attractive salaries, bonuses, holidays, pensions and more.

The impacts on the people being mostly positive being a company that puts a price on policy in office management services delivery affordable prices but also because it contributes to many charitable deeds donating money or other services to charitable companies.

Thus, M&S qualifies as one of the first big British brands, maintaining its quality, caring for buyers, focusing on all customer needs. But also, the care to bring new things all the time, and the care to help customers have access to shipping as easy as possible and to a more diverse range of high, quality product.

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SLIDE 10 – LESSON DRAWN FROM THE CASE STUDY

ANDREEA LOREDANA SUSANU -STUDEN ID -1915299

MARKS AND SPENCER – PRESENTATION NOTES

8. IMPACT OF MODERN TECHNOLOGY

- MARKS AND SPENCER WENT INTO BUSINESS WITH INSIGHT
- INSIGHT HELP SELLERS AND BIG BRANDS WITH TECHNOLOGY
- HELP TO ADVANCE PRODUCT AND PRICING



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9. LESSON DRAWN FROM THE CASE STUDY

- IN THIS SESSION THE OLD TECHNOLOGIES AND NEW TECHNOLOGIES WILL BE COMPARED AND CONTRASTED
- TECHNOLOGY MAKE EVERYTHING EASIER FOR RETAILERS
- AND CONSUMER

In this session the old technologies and new technologies will be compared and contrasted. Technology make everything easier for retailers and consumers.

SLIDE-11-SWOT

CARMEN TODIREASA – STUDENT ID – 1917099

MARKS AND SPENCER – PRESENTATION NOTES



According to (Rankine 1998) "The company needs more changes in order to avoid further financial problems." A SWOT analyses of Marks and Spencer suggest that are concern threats such as competition business in the market, pound sterling dropping,

therefore weaknesses such as sales drops, public concept and poor customer service. High acceptance, variety of products and well, known brand are the firm strengths, developing high rate of growth of the business. Technology and expansion bring large expand and, profit in Marks and Spencer business.

SLIDE 12 CARMEN TODIREASA – STUDENT ID – 1917099

MARKS AND SPENCER – PRESENTATION NOTES

CONCLUSION

- MARKS AND SPENCER GAIN LARGE EXPAND IN THE MARKET
- BIG COMPETITION IN CLOTHES SECTOR,BUT GREAT PRESENCE IN FOOD SECTOR
- BREXIT BRING OUT BIG CHALLENGE FOR MARKS AND SPENCER

Technology and expansion bring large expand and, profit in Marks and Spencer business.

Marks and Spencer deal with large competition in clothes sector, but great presence in food sector, and after 136 years in business Marks and Spencer still holds a great stake in the market.

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SLIDE 13 – REFERENCES

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SLIDE -15- REFERENCES



SLIDE – 16 – THANK YOU FOR YOUR ATTENTION

THE END

THANK YOU FOR YOUR
ATTENTION



