



M&S

History of Marks and Spencer-

As stated by Harrison (2022), Marks and Spencer, which is also known as M&S, is one of the largest retail companies in Britain, headquartered in London; which provides clothing and food to the entire human civilization. M&S started its journey in the year 1884 as a small stall in the open market of Leeds, Yorkshire. At first, it was known as the name of Marks' Penny Bazaar. It started its business by selling household goods, toys, haberdashery, and sheet music which was operated by a Jewish refugee who resided in Poland named Michael Marks. His sign provided an aspect that meant "Don't ask the price-it's just a penny."



In 1894 he took another person named Thomas Spencer as his business partner. Simon, the son of Marks, reached the business at the apex of achievements. He transformed the outdoor stalls of England into various indoor shops and launched the brand name of St. Michael for many decades. In 1988 M&S PLC bought the oldest clothing retailer in the U.S. named Brooks Brothers but sold that in 2001. During this spell time the renowned company operated approximately three hundred retail outlets over the UK, after that, it was known colloquially by the name of "Marks and Spencer", which had innumerable stores in many countries including Hong Kong, Germany, Spain, and France. After a decade the number of stores in the UK had doubled to reach 700 (Britannica, 2022).

Evolution of Logos in M&S

The evolution of logos in M&S went through several stages. The first logo was a monogram of M&C in a round emblem from 1930-54. After that it has become more geometric which reminded the Greek alphabet; still, it was a monogram of the brand contained in a round frame from 1954-75. Next from 1975-88, the full wordmark of Marks and Spencer appeared as the logo which featured a monochrome palette. From 1988-2000, the wordmark became sea-blue color with a more confident typeface, stronger lines, and bigger letters. Thereafter from 2000-2007, the brand used to write the name in capital letters which became more powerful and eye-catching



Next from 2007-14, it became a typeface of sans-serif which featured two colors lime-green and black. This time it became more energetic having a youthful enthusiasm. Finally, from 2014-22, the more traditional logo came into force with the brand's initials, written in black on a white base with the tagline "EST. 1884" (1000logos, 2022).

The “Mission” points out the sole purpose of any organization is to communicate with the external and internal stakeholders. The “Values' ' point out the belief of the organization which can be conveyed between the organizational members as well as other stakeholders.

The vision of M&S-

To be the standard against which others are measured.

The mission of M&S-

To make aspirational quality accessible to all.

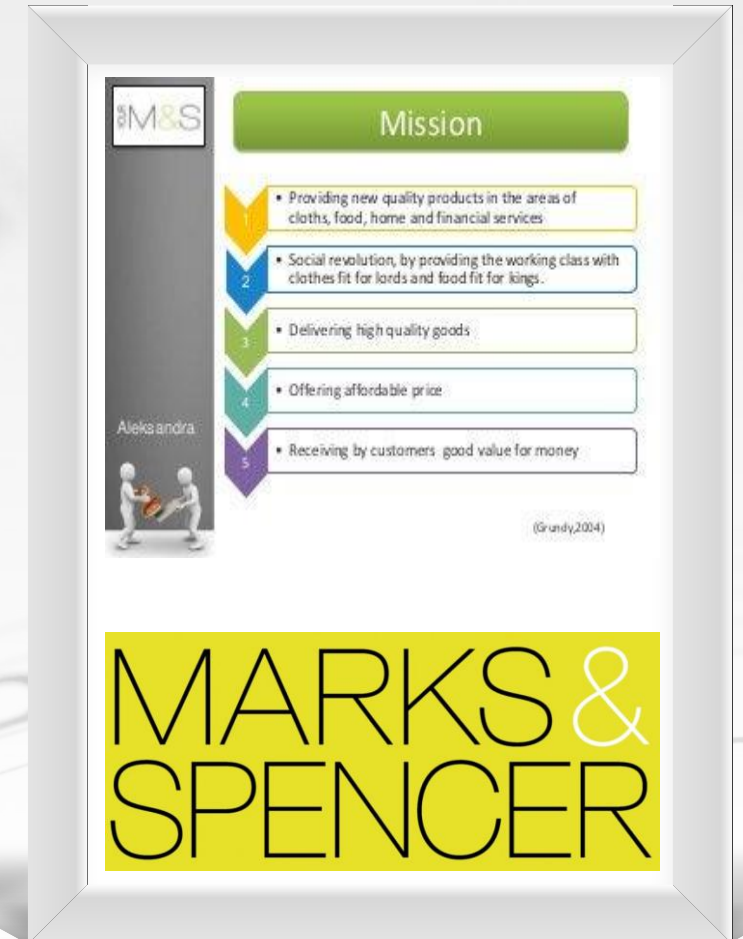
Values of M&S-

Quality value, innovation, service, and trust.

Strategic aims and the objectives of M&S-

The main strategic aims and the objectives of M&S are based on a clear view of direction to attain the desired goals successfully. With the help of this strategic vision, M&S has achieved the watermark amidst the souls of every human (123helpme, 2022).

Mission, Values, Vision, Strategic aims, and objectives of M&S





The products of M&S-

According to Velenturf and Jopson (2019), products are the building blocks of any company. A wide range of products can attract many customers and satisfy their needs while poor quality products can ruin the positive aspects of any organization. The tagline “Only at Your M&S” proves the versatility of products that can fulfill the basic needs of every human (Collector, 2022).

It has a wide range of collections in clothes, food items, etc. M&S believes in the quality of products as the priority of the customers always stands first to the employees of M&S. It has created a partnership with trusted suppliers for innovating new ideas. M&S knows the worth of the customers, it is well known to the employees that the service and the products can create an epitome in M&S, helping them to move steadily. M&S knows that the satisfaction of the customers is a very tedious job, so it doesn't do all the things alone; the trusted partners and the customers play a pivotal role, to sum up, the positivity and innovative new ideas and designs. It gives the customers the chance to look behind the labels and innovate the stories of sustainability in the products thus providing them the strength to make the best choices (Our Products, 2022).

The products of M&S-

It has an innumerable range of products in its stores. For men, it offers Jackets and coats, Shirts, T-shirts, Trousers and Pants, Casual shoes, Sandals, Sports shoes, Backpacks, Belts, Caps and hats, Wallets, Watches, Boxers, Vests, etc. For the women, it has a wide variety of clothes like ethnic wear, western wear, jewelry, and innerwear. It also offers various toys and baby care items according to their ages (Aji, 2022).

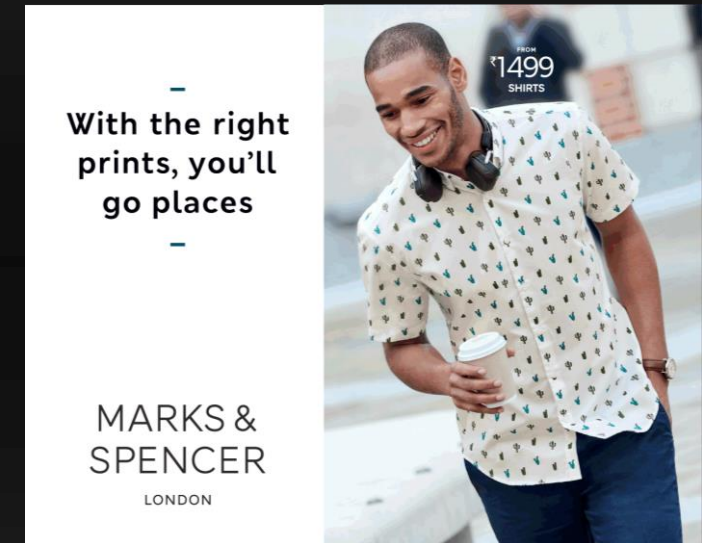
It also provides many beauty products like toners, serum, exfoliator, night cream, day cream, nail polish, foundation, lipstick, shampoo, conditioner, moisturizer, soaps, hand-wash, shower gel, bath gel, etc. Many home accessories like candle holders, cushions, curtains, lighting, rugs, vases, mirror, ornaments, figurines, towels, bedding, bath mats, table linen, glassware, dinnerware, serve-ware, cutlery, cookware baking, travel bags, luggage, etc are the wide range of products in the stores of M&S (Bhasin, 2022).

M&S will have to look into the demands of every customer. The dissatisfaction and fastidiousness of the customers can create nuisance in the business arena of M&S. It needs to interact more with the customers to know their basic demands and monitor the basic aspects of the products. Thus, it can create a massive sensation among the people.



Pricing Strategy of M&S-

As per the views of (Zhang *et al.* 2018), the pricing strategy of M&S helps it massively to achieve success in this competitive scenario. The brand values and the pricing strategy are the keystones of M&S. M&S follows such a pricing strategy which can be competitive for the portfolios of its products. It has its house brands which can be beneficiary for kids, men, and women. Because of the premium quality, the prices are medium to high. But M&S especially follows a competitive pricing policy because the customers can choose their products from different sources as the competitive scenario is very high nowadays. To cope with the pressure of the competition from the other brands, big retailers, and online retailers. It also follows the dynamic pricing policy during seasonal times to attract the attention of the customers. In seasonal times, the cravings for shopping become very high and M&S uses this opportunity to make a ransom amount of profit. The company provides extra discounts when the craze for shopping becomes high and the old products are sold at a lesser price than the new products (Bhasin, 2022)



Pricing Strategy of M&S-

The pandemic has created havoc amidst humanity and the economic degradation ceases every positivity in the entire world. In such a situation M&S should not use a pricing strategy that can be moderate to high. When the plebeians can't afford to buy the products of M&S the general purpose of the company will not be generated. If the products are expensive, the fellow competitors will attract more customers if their products are cheap and M&S will be devastated in the competitive arena of business. So, M&S should use a low pricing strategy not just in the seasonal times but for the entire year to cope with the competitive pressure and serve the general values of the company.

UP TO
**50%
OFF**
SELECTED ITEMS



Place of M&S and distribution pattern



M&S is a renowned international brand that has more than a thousand five hundred stores operating in 62 or more countries.

In the UK M&S has more than 850 stores. Over 78,000 employees work in M&S to fulfill the basic objectives of the company. The 50% share of Ocado in the part of the UK retail business was bought by M&S for 750 million pounds to innovate online delivery of food for the very first time. The customers are now able to order 6,500 or more M&S food products by using

Ocado's website, i.e., [ocado.com](https://www.ocado.com). This decision creates a touchstone to give the message to its competitor about its online presence (David, 2022).

Place of M&S and distribution pattern

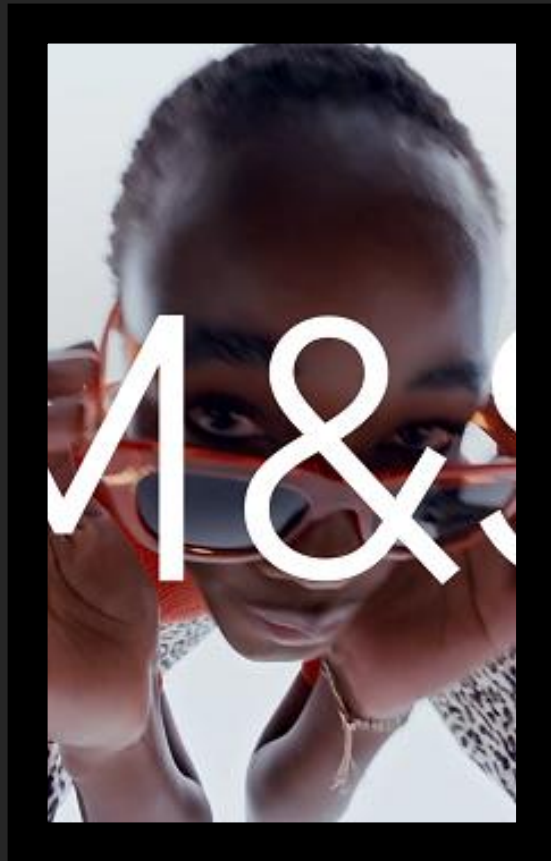




Place of M&S and distribution pattern

Turkey, Hungary, Spain, Ireland, France, Finland, etc are the other countries where M&S start its operation. M&S has a website of its own, from where the customers can be able to get home deliveries and buy products. It also has options to deliver limited products internationally. It has set up various overseas offices in Sri Lanka, India, Bangladesh, Malaysia, Hong Kong, etc, which give testimony to the globalization of this company. M&S sells the products via the outlets which are significantly chosen to grab the customers and the brand visibility. The outlets are equipped to offer a very soothing ambience. In the year 1999, it launched its shopping store in online mode to attract customers, since then the customers satisfied their needs through the online mode. It also provides the space to pay the money in the local currency which creates a massive impact on the customers and the financial strata of M&S started to gain momentum rapidly (Bhasin, 2022).

Nowadays the entire world is shifting towards digital mode and manual dignity is juxtaposed with digitalization. In this scenario, M&S should grab the online mode in a dexterous way to pave the way for digitalization. It should monitor the grassroots levels and the efficacy of the employees seriously to adapt to the new changes and spread the essence among the customers.

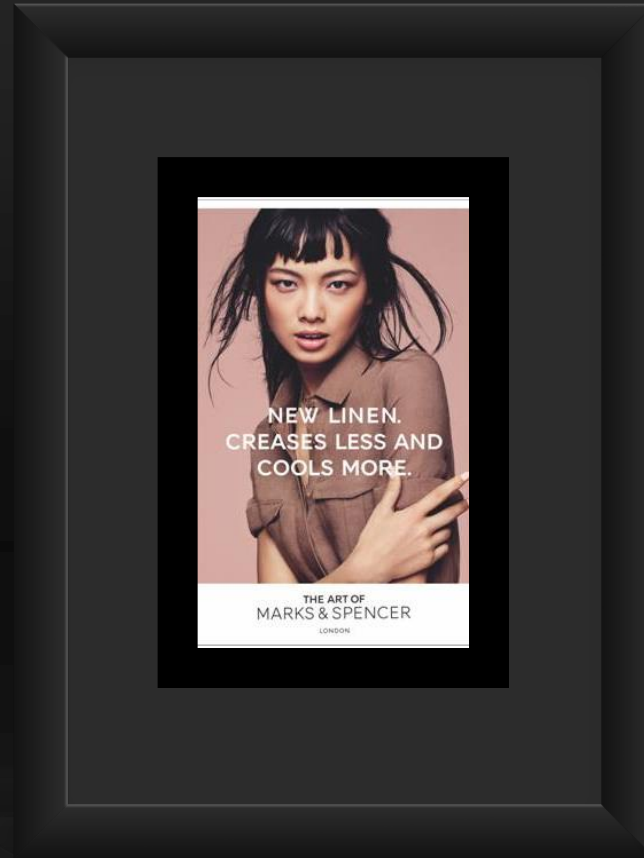
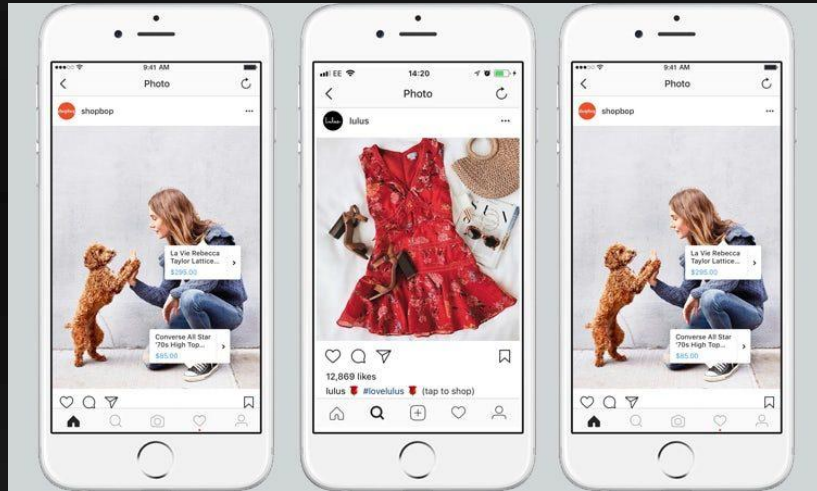


The promotion scheme of M&S-

As opined by Januschowski and Kolassa (2021), the promotional strategy creates a massive impact on the business environment. If the promotional strategy is not fair enough, it can create a misconception and ruin the reputation of any business.

M&S carries out this view very passionately as the employees try their heart and soul to promote the products among the customers and create a sensation. It uses TV ads, print media, mobile ads, and other social media campaigns to cope with the demands of the customers and paves a gateway to economic relief for the company. It has its websites which are very fruitful to create a level of sensation among the entire civilization. People can access its website to fulfill their demands at any time. M&S chooses the promotional strategy in such a way that it can tie a knot among the advertisement campaign along with the digital marketing with the store strategy. It also gives a special discount to its loyal customers. It runs a loyalty program named “Sparks” to point out the account of the customers as per their amount spent while shopping. The points of reward can be used afterward while shopping from M&S stores. The ads are put on the radio, magazines, television, newspaper channels, hoardings, and billboards which help a lot to create a spell of amusement among the customers about its products and services. It also highlights the importance of a celebrity endorsement and has roped with many personalities like John Sergeant, Lisa Snowdown, and Myleene Klass to promote its products. M&S has a particular in-store aspect of strategy to promote the products through its outlets. Above all its websites play a pivotal role to promote the products; the range of the products are uploaded to the websites regularly to provide space for the customers while making any choices. The discounts, incentives, and offers are known firstly through the official website (Bhasin, 2022).

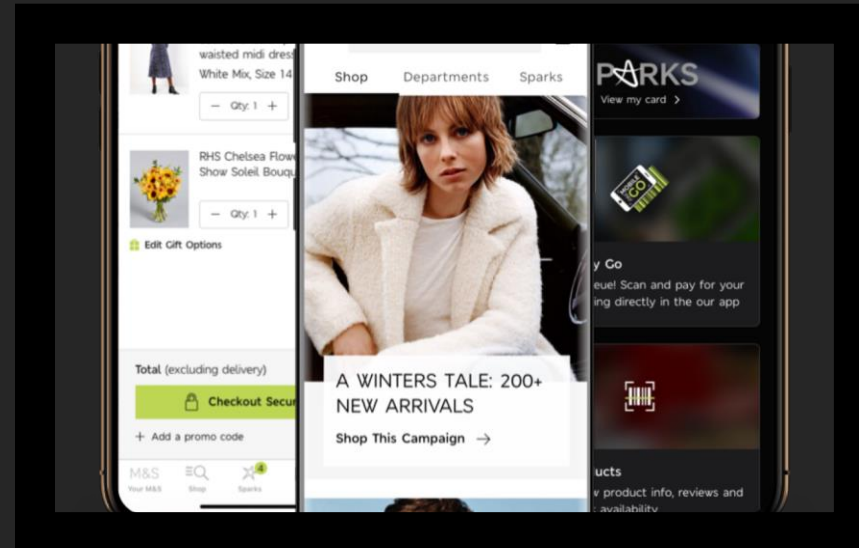
The promotion scheme of M&S-



ANYTHING BUT ORDINARY

The promotion scheme of M&S-

The online department and the social media (Facebook, Twitter, YouTube) need to be updated in a regular course of time. The employees should be efficient enough to upgrade themselves as per the norms of the company. The security measures also need to be updated to prevent any fraudulent incidents. The monitoring measures of M&S should be focused and efficient enough to make out any breach of information. If the security measures are taken into consideration and the voluptuous effects of digitalization grab every employee, nothing can hinder the path of glory for M&S.



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