
S&P TEST

SWOT & PESTLE.com

MARKS AND SPENCER SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email support@swotandpestle.com.

Company Name : Marks and Spencer

Company Sector : Retail

Operating Geography : United Kingdom, Europe, Global

About the Company :

Marks and Spencer Plc. is a major British multinational retailer which is headquartered in London, U.K. It was established 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'. He later entered into a partnership with Thomas Spencer in 1894 and in 1904; Marks and Spencer opened their first shop in Leeds. With its origins dating back to 1884, Marks & Spencer has established itself as a household name in the retail industry. Over the years, it has evolved into a business that specializes in clothing, home products, and luxury food items. The company operates 1,487 stores across the globe, serving customers in over 100 international markets. Marks & Spencer's commitment to excellence has been acknowledged through numerous awards and accolades. M&S has earned a reputation for its commitment to sustainability and responsible sourcing. They strive to offer products that are ethically produced and environmentally friendly. The company's focus on providing aspirational quality accessible to all has set it apart in the industry. As of 2023, the company employs over 65,000 dedicated individuals who contribute to its success.

The unique selling proposition (USP) of Marks & Spencer lies in its dedication to offering high-quality products across its diverse range. The company's ranking as a leading retailer is a testament to its commitment to delivering excellence. Its mission encompasses values of quality, value, service, innovation, and trust, which form the guiding principles of its operations. With a vision to be the standard against which others are measured, Marks & Spencer continuously strives to exceed customer expectations.

Revenue :

£ 11931.3 million – FY ending 1st April 2023 (y-o-y growth 9.6%)

£ 10885.1 million – FY ending 1st April 2022

SWOT Analysis :

The SWOT Analysis for Marks and Spencer is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong offerings in line with latest industry trends 2.Strong e-commerce infrastructure 3.Highly effective corporate social responsibility 4.Strong focus on enhancing customer experience 	<ul style="list-style-type: none"> 1.Poor financial performance 2.Too much reliance on UK markets make it vulnerable to market conditions in the local country. 3.Future of M&S in China gone for a toss 4.Frequent product recalls leads to loss in customer confidence
Opportunities	Threats
<ul style="list-style-type: none"> 1.Plans to invest in Indian markets 2.Online presence to bolster its market position 3.Reshaping their Clothing segment 4.Simplifying their operating model 	<ul style="list-style-type: none"> 1.Depreciation of Sterling post-Brexit 2.Stiff competition in the UK food sector 3.Changing trends in the clothing space

PESTLE Analysis :

The PESTLE Analysis for Marks and Spencer is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Reduction in sourcing costs due to the fair trade policy 2.Brexit to have significant implications for businesses 3.Changing government and taxation policy 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Conflict with small retailers over product price rise due to currency impact of Brexit
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Initiatives supporting the surrounding communities helping to cut down internal costs 2.Chain of product recalls creates negative social trend 3.Received flak as non-trendy store 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Technology partnership to strengthen security, risk and compliance
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Financial dispute with Frascati landlord 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Sourcing of fresh milk from RSPCA assured dairy farms. 2.Environmental friendly and sustainable products

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Marks and Spencer** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com