
S&P TEST

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MARKS AND SPENCER SWOT & PESTLE ANALYSIS

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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. Marks and Spencer enjoys a customer base of 32 million and has 1433 stores around the world, with 979 stores in U.K. It has 84,939 employees as of 2017.

Revenue :£10.6bn (2017)

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:

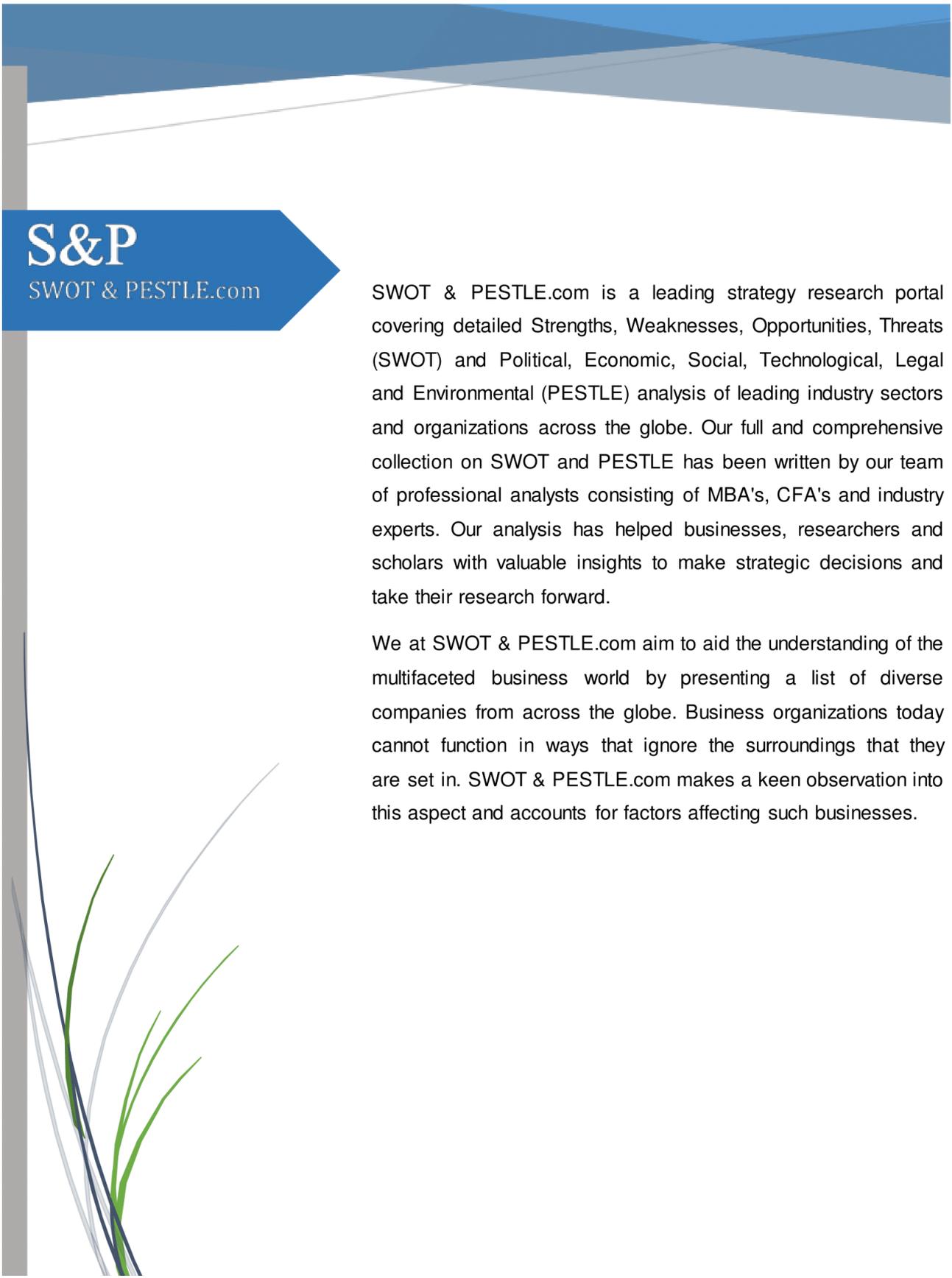
<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Reduction in sourcing costs due to the fair trade policy 2.Brexit to have significant implications for businesses 3.Changing government and taxation policy 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: 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

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Client Support:
support@swotandpestle.com