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A general overview of Marks & Spencer is followed by a PESTEL analysis which offers a comprehensive look at the company's strategic business environment. An in-depth SWOT analysis that assesses both the internal (strengths and weaknesses) and external (opportunities and threats) environment of the company is given. Strategic Analysis of Marks & Spencer Plc

Resource audit, value chain and SWOT analysis are the techniques to examine the activity of the M&S in order to reveal what was the basis of their competitive advantage. Furthermore, the author uses the cultural web analysis in order to identify what were the main cultural features of M&S until the mid 90's. ... Marks and Spencer have to ... A Brief Introduction Of Marks Spencer Marketing Essay

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Proposed strategy: Market Expansion

Marks and Spencer along with its existing retail format will pursue its expansion plans in different geographic regions as demand is increasing in the global market. The product lines are increasing in number to cater the emerging need of consumer and in order to keep pace with the growing range of products and different product lines, Marks and Spencer could opt for market expansion. Marks & spencers retail - SlideShare

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Marks and Spencer was founded in 1884 by Michael Marks and Thomas Spencer which is the one of UK's leading retailers. The company owns 703 stores in the UK, also it have 152 wholly-owned and partly-owned, and 209 franchised stores in 42 territories across Europe, the Middle East and Asia. In Hong Kong, there are 12 department stores. 136 years ago, on 1884, two businessmen Michael Mark and Thomas Spencer founded Marks and Spencers. Primarily the organization started selling only British-made goods, which gradually extended into selling clothes and food under the brand name of St Michael, which was introduced in 1928. What is M&S Plan A?

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