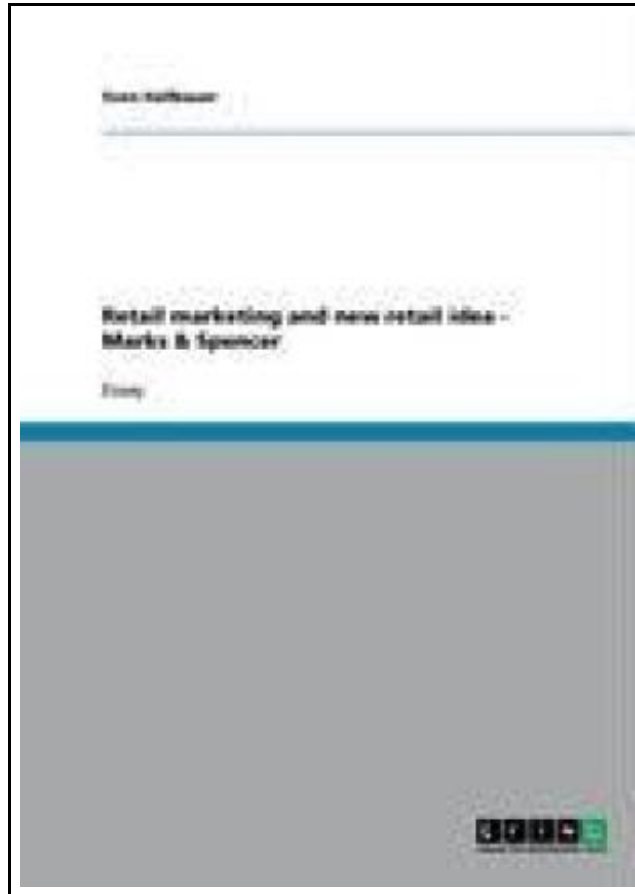


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Grin Verlag Mai 2008, 2008. Taschenbuch. Book Condition: Neu. 208x150x13 mm. This item is printed on demand - Print on Demand Titel. - Essay from the year 2008 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, printed single-sided, grade: 1.0, Edinburgh Napier University (Napier University Edinburgh- Business School), course: Retail marketing, 23 entries in the bibliography, language: English, abstract: 1. Management SummaryThe retail market is changing rapidly from click to click (Price Waterhouse Cooper, 2008). and the online market is developing at an astounding rate (Internet Advertising Bureau, 2008).For example the online advertising has overtaken direct mail with a market share of 11.8% (Internet Advertising Bureau, 2008). Many retailers are using innovative ideas to help them be distinct from their competitors and to meet the needs of consumers. For example an extreme sports store in Florida has its own surfing stimulator inside its shopping mall (Springwise, 2008). The retail sector is a highly dynamic market offering customers more choice and retailers are consistently competing in a highly competitive environment. M&S is market leader in the field of predominantly non-food middle market and a large company with more than 650 stores world wide. It is a challenge for M&S to meet the needs of customers as customers shopping habits are always changing. Customers often switch retailers as they become increasingly familiar with and bored with a retail store (Babson, 2007) and there is consistently a desire for constant newness (Intel Report, 2007). The result is a melting product life cycle and a high pressure on the retailer. M&S have to scan both the internal and external business environment to identify long and short term trends and develop a strategy with both aims and objectives to remain a successful high street retailer.This coursework is based on comprehensive primary...



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