**A2 Business Studies: Marketing Strategies**

***Marks and Spencer explore new opportunities***

In his Chief Executive’s Business Review, Stuart Rose (the CEO prior to 2010) identified these strategies that Marks & Spencer would be pursuing in 2007/8:

* New product opportunities in stores and online to encourage our existing customers to spend more with us. Opening more Simply Food Stores than ever before, working towards our aim to have more than 400, in addition to selling our food in BP Connect service stations under the Simply Food banner in up to 200 locations within five years.
* Increase sales through the new website five-fold in the next five years.
* Trailing more widely new product and service offers, such as home technology, new formats for men’s shoes, and new eating offers, such as our ‘eat over delicatessens.’
* Develop our overseas business at a faster pace. We have teams exploring opportunities both in markets where we already perform well and in new locations.

***Task: In groups discuss and record on A3 paper the following:***

1. What evidence is there that M&S is aiming to sell new products to its’ existing customers?
2. Is there any evidence to suggest that M&S is hoping to sell more of its’ current product portfolio to new customers?
3. Why might it be more risky to develop the overseas business in new locations rather than in markets where M&S already operate?