



Retail marketing and new retail idea - Marks & Spencer

By Sven Hallbauer

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...



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