

MARKS & SPENCER'S PLAN A

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Marks & Spencer's Plan A

Marks & Spencer is fast gearing to face the challenges arising out of carbon emission. Its carbon management is being spearheaded by its chief executive, well-known for his innovative approach. Marks & Spencer has adopted a different course to win the hearts and minds of customers. The company no longer relies on the increase of the market share by executing traditional methods. Corporate social responsibility has occupied a prominent place in the vision of its strategic advancement. It was announced by the company just two years ago that it would participate in the corporate social responsibility movement to great fanfare. According to company's calculations, this fact would influence British buyers (*Sustainability*, no date). The intensions of the giant business company were named as plan A. It is also an index of the ever-new criteria by which every other CSR measure would be gauged in the years to come. There are many features of the plan, and the later stresses on each point distinctively. These features are considered an organic whole, as far as its ultimate objective is to make M&S company eco-friendly.

The plan, if went accordingly, would cut short the energy use. Moreover, waste to landfills would be circumscribed, and the inputs from the most recuperated sources would be provided. The CSR would be among the facilitators, helping employees and consumers embrace healthier way of life. Such actions would push the company to the top in the drive to get effective carbon management plan. It is designed to be error free and more than just a private thinking and vision of a business leader. It is a strategic decision that is expected to absolutely transform the decision-making process and basic commercial makeup of the company. Joining the CSR movement forecasts bright future

of the company and other companies as well. 2012 is announced to be the year of the realization of plan destination. In five years, enormous cost of £200 million would be spent on the operational costs alone (*Sustainability*, no date). This amount does not cater to the extensive marketing needed to make it more successful.

An important fact, which should be taken into account, is that the plan has been unveiled at the time when the British retail industry was in the slow mode, and the stock value of Marks & Spencer has been persistently coming down due to the worst holiday season. The biggest worry for the company is the determination of its chief executive that there would be no hike in prices. Rose is of the view that the prices should not go up in the given scenario to defeat the impression that it makes the backup for the plan. Anybody can visit the stores and see that the prices remain the same (Sanderson and Fletcher, 2008). However, despite of this mantra, the high-ups of the company have no entire rules of price increase in case people want to contribute to the CSR movement. M&S is at last a mercantile organization intended to make more and more capital for those who laid its foundations. It has deeper business interest and anchored in the shareholders capital. However, despite the tough financial scene, the plan has become part and parcel of the business strategy.

It appears that the expenditures of the plan would be fulfilled as all the hopes and targets would be met. All the efforts have been undertaken for the guaranteed success of the plan, and no loophole has been tolerated. On the anniversary occasion of the plan, the company issued the report that plan was going quite normal, and there were so many positive signs to share with the consumers. There was a progress on all the corners, and it was heading in a very balanced way. The main points of the plan include

'climate change, waste, sustainable raw materials, fair partner and health' (Butler, 2013, para. 6). These are the five central elements upon which this initiative stands. Company has leapt forward in the realm of climate change and become a brilliant example for others to emulate and appreciate. Carbon dioxide has been excluded for the annual emissions by great margins as high as several thousand tons, which is, by no means, a smaller gain. In the UK and Ireland, the company distributed the carriers and charged the customers to discourage the habit of bag use. This measure drastically reduced the waste connected with it. The equity collected was given to the local welfare organizations that facilitate the environmental initiatives.

Another plan has been launched in the southwestern England in accord with the previous strategy. It is intended that if it succeeds, it will be replicated in all company's stores. (Maignan *et al.*, 1999). M&S is an eco-friendly company and reasonably responsible in the domain of international commercialization. It is being hailed as the one putting the best ethical principles into practice. Many institutions who are connected somehow with the concerns of the CSR have appreciated lavishly the measures taken by the company as the steps in the right direction. Eco stores are being constructed on trial basis to evaluate the healthy life.

The company is also constantly making efforts to build a Sustainable Construction Manual. It will be developed based on the data collected from the experience. The program also incorporates purchasing fair-trade cotton and a big chunk of UK fruit crop. The most important feature of the plan, which must be mentioned and appreciated, is that it is a dynamic one. It also looks after the changing scenario and adapts eventuality. When there is something out of order or is not functioning well, it

adjusts itself against the varying situation. However, the pace of the program is aimed to meet the targets that still remain unaffected (Maignan *et al.*, 1999). The company initially devised using bio-fuels but came to realize that it involved the loss of habitats and caused other inconveniences for the organization. As a result, the company has set aside this option and is now waiting for the time until sustainable sources are explored. These accomplishments are touching ones, and the list enumerated here is not an absolute one. As a final goal of getting the targets, the company has come up with a lot self-abnegation unusual for a commercial organization. It has tightened the requirements for having a company car. These measures have decreased the quantity of auto fleet.

When adjusted against the other achievable targets, this one should have been kept away from the spotlight:

We consider corporate social responsibility and corporate governance as mutually reinforcing concepts and such draw attention to the potential impact of a change in investors' attitude towards CSR and the need for innovation in the area of financial modeling to incorporate CSR (Habisch, 2005, p. 239).

What seems to be the most important thing is that every aspect of the M&S is moving towards the reduced carbon emission (*Sustainability*, no date). However, considering the size of this organization, two partners registered on its website are not inclined to contribute to the plan. The company is spending money lavishly, with great enthusiasm, while others are sitting on the sidelines.

Critics point out that the plan is inaccurate, and that there are certain loopholes, which can create obstacles in its successful realization. The two most ambitious benchmarks of the plan that the top management would like to achieve at all costs are to save the earth and refurbish the potential of the company to increase capital

expansion. Both of them demand one fundamental thing – namely, the British consumers should be on the same page with the company. Save the planet section of the initiative tagged all the products to speak with the customers to reveal, whether the message has been received. The consumer then makes his or her mind to buy it. At this particular moment, the plan is being criticized as being suicidal. On the other side, the customers have been left with the option to decide with integrity whether they look after the environment themselves by refraining to purchase things from other sores. Marks and Spencer is rather expensive than its competitors. However, it is being opined that there would be no price increase so the customers should feel the advantage for the same.

However, for the chief executive of the company, it is very significant to cut drastically the carbon emissions, and the world must undertake concerted efforts accordingly. Unfortunately, it is too early to evaluate the situation. What endows plan with the unparalleled features is that M&S is not the market leader, as far as market volume is concerned. It is already being knocked out by its heavy rivals. Despite of it, the company attaches high priority to its corporate social reasonability by spending considerable money which could have been spent on other business strategies. The plan envisions the entire Britain to be eco-friendly, and by taking appropriate measures, the company strives to involve all the consumers to be on board.

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