

Marks and spencer plan a essay sample

Environment



Nowadays, nature problems become serious: environmental pollution and global warming affecting us at any moment, our living place even our life is on the alert. Many of people still believe that it is not in want of pay a close attention of it. But we can discover that global warming is aggravated in early-2006. The situation was unusual and unforeseeable. In 2006, when the climate scientists bring up that, global warming issue is pressing and they predict that the earth would turn into warmer and hotter, but in fact, the climate did not become warmer and hotter obviously. Few years ago, the airports in United Kingdom were paralysis due to early-blizzard; it causes people including tourists and the students who studying abroad have to remain at a place rather unwilling. Through this news, it seems a very few case. But what if the weather kept on extraordinary and it will increase the risk of people who pass through another country by flight, even suspend flight by harsh climate.

This news is to remind human to take notice of this problem and to put effort to mend it. For mending global warning, Marks and Spencer carry out Plan A to confront which involved over 100 commitments with measureable target for the aim of moderate the climate issue in both directly and indirectly way. In Plan A report, it shown that M&S food warehouses have reduced water use by 62% per sq. ft. since 2007-2008 and M&S are not aims at energy saving but energy-efficiency, a policy with longsighted. M&S now use CO₂ refrigeration systems to reduce harmful emissions and they converted a further 355 to use R407a gas which less damaging than conventional HFC gases as an interim measure and M&S have announced plans to become carbon neutral within 5 years. Plan A brings planets of advantages on

improving the environmental issue, also, it makes the reputation of marks and spencer became famous on achieving CSR and ethical performance.

In marks and spencer's sight, it noted that a CSR corporation ' At the very least, suppliers must meet all relevant local and national regulations. In addition, Marks & Spencer expect them steadily to improve their environmental performance by aiming to comply with international standards.' Aside from it, recycle and reuse effectively is what M&S doing, they entered into partnerships with four local authorities across the UK to collect an additional 60, 000 tones' of recyclable material from six million people every year by 2015, with approximately 15, 000 tones' of it being diverted back into food packaging and reused by M&S, to improve the packaging material would also lower the operational cost. Plan A creates value on intangible and tangible assets for marks and spencer.

Being a corporation which concern environmental problems and reckon on being the matter-of-factly, M&S is aiming to become the world' s most sustainable retailer by 2015, every decision M&S made most of all are depends on considering of environmental problems and M&S does great credit to themselves by media and scads of highly coveted awards such as The Oracle World Retail Awards which is a global initiative that recognizes and promotes retail excellence and green business awards in 2011. Moreover, M&S is the global 100 most sustainable corporations in the world as M&S participate in carbon neutral.

From the above information, it reveals that Plan A bring positive impacts either environmental problems to earth and Marks and spencer itself, it

breaks the hearsay that ‘being a sustainable and responsible on corporate social responsibility company would only bring negative effect like increase expense and lower profit.’ Many of company deemed that it is a multiple-choice question on ‘Growth or Sustainability’, and M&S did a well example on balance these two to survive together. (<http://www.retail-systems.com/blog/?tag=marks-and-spencer>) (<http://www.bsigroup.tw/zh-tw/Assessment-and-Certification-services/Management-Systems/News-Events/Current-News/News-Archive/articles/new-articles/-1/>) Effectiveness of PLAN A – Society

The United Kingdom, which was described as ‘Broken society’ because of it encompass a variety of social ills. From the research publication of the UK parliament, figured out that ‘Drug abuse, violent crime, teenage delinquency, family breakdown, welfare dependency, poor urban environments, educational failure, poverty, the loss of traditional values, all have been cited as proof that we have a broken society.’ Poverty and education failure were rather acute and basic among the above issue. In Plan A, Marks and spencer did a plenty of effort on it such as they bring out and try to achieve commitments which would be contributive on improve these issues. In modifying education failure and the loss of traditional values, M&S take part practice on launch research and development project to extend UK growing seasons and support UK agriculture (17. 8).

Also, they conduct research into the impact of trading with M&S on vulnerable communities. In modifying poverty, M&S addresses fair partner globally to ensure workforces and communities benefit in their supply change, within living wage, which emphasizes that make certain that the <https://assignbuster.com/marks-spencer-plan-a-essay-sample/>

suppliers are able to pay workers a fair living wage in the least developed countries they source from such as Bangladesh, India and Sri Lanka. To provide healthy with clear information including nutritional labeling is a must for an moral company, help to facilitate behavior change through clear nutritional labeling and information could build up a habit that the people could look out the nutritional information thereby to improve the state of healthy and set up a culture to encourage people and industry to pursue on take notice on nutritional labeling and food healthy.

Overweight is the one of major physique problem for human worldwide. M&S begin it on the basis. They achieved making further reductions to the amount of salt in our foods by working to M&S targets many of which go beyond those set by the Food Standard Agency (FSA) by 2012. It drives health and nutrition benefits across the product they offer. To lessen citizen suffer from obese, M&S provide online diet website and healthy eating advisers for the benefits to citizen for reference in diet and health information. Considerable commitments make M&S awarded Sustained Excellence in the RSPCA good business Awards 2011 and Example of Excellence in the Anglo American Responsible Supply Chain Award 2011. Doing business with considering society problems would makes M&S image more attentive and improve depth conflict on society but also build up a model for another company which won't concern on society.

<http://www.medicalnewstoday.com/articles/40832.php>

<http://www.parliament.uk/business/publications/research/key-issues-for-the-new-parliament/social-reform/broken-britain/>

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Effectiveness of PLAN A – stakeholders

Every decision made by the company could affect the stakeholders.

Stakeholder means A person, group, or organization that has direct or indirect stake in an organization because it can affect or be affected by the organization's actions, objectives, and policies. Key stakeholders in a business organization include creditors, customers, directors, employees, government (and its agencies), owners (shareholders), suppliers, unions, and the community from which the business draws its resources. We will take the key stakeholders which would affected by business organization in a straightway as analysis objects involving employees, shareholder, suppliers, government and customers. And we would point out how plan A affect M&S's stakeholder.

Employees means An individual who works part-time or full-time under a contract of employment, whether oral or written, express or implied, and has recognized rights and duties. Company's performance is important to employee as they gained salary and welfare from the company to maintain their living standard and economy planning. The more welfare and salary that company could provide, the more attraction people would enter to company for work. Plan A suggests that

Read more:

[http://www.businessdictionary.com/definition/employee.](http://www.businessdictionary.com/definition/employee.html#ixzz1swSNZYKw)

[html#ixzz1swSNZYKw \(http://www.businessdictionary.com/definition/stakeholder.html#ixzz1swPsmchH\)](http://www.businessdictionary.com/definition/stakeholder.html#ixzz1swPsmchH)

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Stakeholder:

1. Employees
2. Shareholder
3. Suppliers
4. Government
5. Customers

Government

On the website of Marks and Spencer (M&S), it stated that ' Marks and Spencer believes it is important to engage with Government to help shape public policy, both to protect our legitimate commercial interests and make a contribution to the development of policy which addresses wider public objectives.' The participation in providing opinion to government is a conscientiousness corporation must own. M&S mainly play a part in responding to government consultations as they have also made individual responses on some fateful subjects UK Green Deal and EU Food Environmental Labels. Also, sometimes M&S will add support to their associations such as the CBI or British Retail Consortium. (http://corporate.marksandspencer.com/howwedobusiness/working_with_government) United Nation and lots of international organization concluded that although government owns it responsibility, but governments of various counties suffer from high budgetary deficits and low administrative efficiency.

In contrast, corporation which possess sufficient resource and execution power will play the role of a part which important than government in exercise global CSR. From this statement, it shows the relationship between corporation and government in CSR are close and complement each other.

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Plan A provides environmental issue measures and society issue measures are to lighten the burden of government and assist government to promote policy such as change and influence the citizen unobtrusively and imperceptibly on concern power-efficiency and live healthy. (<http://blog.roodo.com/poiesis/archives/3023621.html>)

A shareholder means an individual or organization owning stock in a company. Pension funds and mutual funds are examples of shareholders that are also organizations. Shareholders have a legal claim on a percentage of the company's earnings and assets, and share the same level of limited liability as the company itself. The nature of shareholder and investor are equal, they are not employed by company and they contribute money on potential company to reach profit and bonus. Recently, most of the investors are farsighted as they increasingly consider non-financial aspects in their assessment of companies. In this situation, CSR has defined as “ a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis” which does not deal with the problems of the issue on shareholder. Shareholders might look both for financial return and certain type of corporate social performance.

Because the trend of sustainability is rising expeditiously and they believed that a company with longsighted would bring long-term benefits and better development than a company that merely lay stress on profit maximization. Plan A establishes veritable fame on carry out corporate social responsibility policy to M&S. A company that would allocate capital for introduces policy means that they owed sufficient capital on growing business and maintains <https://assignbuster.com/marks-spencer-plan-a-essay-sample/>

basic operation, it shows that the capital and resource base of that company were abundant. Strong resource and capital base would increase the confidence the investor who interested on invest that company thereby extend the investor intention and creditably as M&S doing. (<http://www.investorglossary.com/shareholder.htm>)

(http://www.ibri.com.br/download/academicos/Communicating_corporate_responsibility_to_investors-_role_of_IR_function.pdf)

Customer

Providing customer loyalty is what every retail industry doing thus expand the market share and to rise the status of retail industry higher. Customer loyalty brings lots of benefits to company. According to Reich held and Teal (1996), the various advantages of customer loyalty include a continuous stream of profit, reduction of marketing costs, growth of per-customer revenue, decrease in operating costs, increase in referral. Increase in price premium, and switching barriers among loyal customers who will riot easily surrender to competitor's promotion efforts. Let's see how M&S practices in customer loyalty since launched Plan A. Most of the commitments are concerning customer benefits thereby to keep the relationship between M&S and customer well as relationship well could enable customer stay and increase customer loyalty.

No matter on product improvement or create partnerships to help our customers reuse or recycle all their product and packaging, the starting point is increase customer living standard and convenience to increase customer

eco-awareness. M&S try to carry out a series on health and wellbeing which consider customer as the first position on making decision, such as M&S food nutritional content and nutritional labeling to allow customer look into that information to choose what they need as clear information could make people pay more attention to healthy situation. Moreover, responsible buying cause customer buy with rest assured because the resource of the product's material would have contact with