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METS ASSIGNMENT





Introduction

MeT S (Marks eT Spencer) assignment case solution focuses on the strategic issues and management of one of the most popular British brands. MeT S operates for over one and a half-century having been started in the year 1884 and it is associated with quality clothings, food and home products.



Key Challenges

Among the discussed problems, the main impact can be recognized as a decrease in store traffic in the face of key competitors. As the general trend towards the adoption of online shopping continues to be witnessed, METS has not been able to effectively manage change in consumer behavior.

Strategic Recommendations

In the case solution, the strategies highlighted that can be taken by METS to revive its brand and performance are the following. The first priority is to make digital investments dedicated to it. It recommended that METS should improve its online selling, link online and offline shopping, as well as make use of more data analysis to better identify customer needs.





Conclusion

This paper affirms the idea that flexibility is a critical success factor in the retail industry through the analysis of the METS assignment case solution. The main reason why METS faces those challenges must be resolved in order to enhance its competitive advantages and guarantee sustainable development of the company.



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