

MARKS &  
SPENCER

# **M&S Strategy Update**

Katie & Graham

# Aim?

Most trusted retailer on the High Street

For cotton this means.....

...5% of our cotton range organic by 2013

...Visible 100% ranges in store to raise awareness

# Blending

- Identified top 9 supplier mills (by volume)
- All 9 have made some commitment either to convert mill, trial organic
- Cost neutral can be achieved but remains biggest barrier
- Next 12 months: secure support of key mills to deliver around half of our total commitment

# Key Partners required for blending

Topkapi (Turkey)

Esquel (Hong Kong)

Fountain Set (Hong Kong)

Pacific Textiles (Hong Kong) / TJ Lanka

Winnitex (Hong Kong)

Delta (Egypt/Israel/Turkey/Jordan)

Sara Lee socks (Turkey)

# 100%

- Yoga – sales disappointing but....
- Not due to Organic, due to product, marketing, positioning
- Holding back on 100% ranges whilst business in recovery
- Carry on with blending in the background (more difficult!) 100% can be easily re-initiated when opportunity arises

# Lessons Learnt

- Be brave....with marketing, can't shy away because of wider cotton business
- Media interest....high, lots of enquiries!
- Get product right...**QUALITY FIRST!**
- Beware of 'polluting' your environmental message with plastic tags etc
- UK messaging....Fair Trade/Community message stronger than organic
- Cost and lack awareness still big issues