11-Marks and Spenser in trouble

Marks and Spencer in Putney southwest London- well what's left of it. This shop is one of 18 that have closed as part of a turnaround plan. A further 80 now look set to go in the digital age. M&S has more stores than it needs.

**Maureen Hinto, retail analyst** : « Well it's got over 350 for the full line clothing, food and home at the moment. You could do with far less , and probably half of that.And if you look at John Lewis, it's got less than 50 stores and it's generating as much in sales ».

Marks & Spencer is a high street giant which of course is part of the problem. As spending moves online, the company is struggling to keep up with the changing shopping habits. Internet sales at Marks & Spencer are growing just very slowly. 17% of the company's clothing and home sales are online. At John Lewis it is 39%. M&S is losing ground to its rivals. In the last year the stock market valuation of the company has fallen below 5 billion pounds. Today, Next is worth far more. So too is the Internet retailer Asos. At the weekend, M&S gave its Windsor store a Royal Wedding rebrand. But while Megan Markel has a sparkle, Marks has lost its sparks. There's been an M&S on this site in Huddersfield for more than 80 years. They're waiting to find out what happens next.

Man 1 : « You don't want to see it really. I mean how do you see a town when its shopping centre is dying ? ».

Man 2 :  « Their online presence isn't that good. I mean the website is difficult to navigate. It should be more streamlined ».

Marks & Spencer recently hired Paddington Bear to revive its fortunes. But sales continued to disappoint. Both brands are held in high affection, both have been rebooted, although today, Paddington is having all the success .