

**HoF competitor M&S is back in online growth**



## How House of Fraser's competitors are adapting for a multichannel future

**John Lewis** The department store group may be steeped in 150 years of history but that hasn't prevented it from embracing new technology and practices. The retailer is determined to stay ahead of the curve and has set the ambitious target of 40% of its sales coming from online by 2020. John Lewis's ethos of doing anything to satisfy the customer has been adopted by other retailers that also understand that service often drives customer loyalty.

**Marks & Spencer** The high street stalwart has had mixed fortunes with its multichannel offering, but this year it is back in strong online growth after the retailer experienced a sharp drop in sales following the relaunch of its website last year.

**Debenhams** Last year the retailer began cutting back on its discounting strategy and widened delivery options in a bid to improve its profitability and multichannel offering. Early signs suggest the strategy is paying off online as sales rise.