

5. John Lewis Partnership, which has 28 large (maxi) department stores located in major cities throughout the UK, have unveiled plans to open 10 “concept” stores, creating 3,000 jobs. The “concept” stores will be roughly half the size of a maxi department store.

Commercial director Andrea O'Donnell said that it represented a £100 million show of faith in UK high streets. She said: “There’s been a lot of talk of the death of the high street but we don’t believe it and we’re putting our money where our mouth is. Our experience shows that when we open a new store we also get a 10% increase in online sales in that locality”. The first branch opened in Exeter in 2012 and O'Donnell said all 10 should be open within five years.



This move back into the high street seems to be a growing trend with other firms like Tesco and Sainsbury also opening ‘mini’ stores. However, it’s not all good news, many other retailers such as Game and La Senza are disappearing from the high street.

*Adapted from The Mirror, July 2011*

Discuss the view that the recent changes in the high street benefit some stakeholders more than others. [10]

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