Share Price:
1035p GBP

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https://www.burberryplc.com/company
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100% Pure-play consumer health company with a clear purpose to deliver better everyday health with humanity.
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Information on our responsibility strategy to create a better world for the next generation.

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Together, we open spaces for creativity to flourish by prioritising our people's wellbeing and being an open, inclusive and caring employer.

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Collapse navigation.
Company
Strategy

Our vision is to realise Burberry's potential as the Modern British Luxury brand. We have a clear strategy to achieve this across brand, product and distribution, supported by operational excellence, people and talent, and values and sustainability.

Our ambition is to grow annual revenue to £4 billion. Underpinning this, we have set targets to double our leather goods sales, more than double shoe sales, double women's ready-to-wear and grow outerwear by 1.5 times. We also aim to improve store productivity to £25,000 per square metre per annum, and double e-commerce sales, to reach ~15% retail penetration.