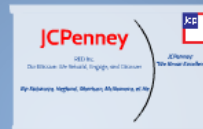


# J.C. Penney

Thecasesolutions.com



### Competitive Review

- Primary Competitors
- Strengths
- Weaknesses
- Market Share

### SWOT Analysis

Strengths	Weaknesses
Opportunities	Threats

### SWOT Analysis

Strengths	Weaknesses
Opportunities	Threats

### Marketing Objectives

- Specific
- Measurable
- Attainable
- Realistic
- Time-bound

### Target Market

- Demographics
- Psychographics
- Behavioral
- Geographic

### Marketing Mix Strategy

Product	Price
Place	Promotion

### Unique Selling Proposition

What makes J.C. Penney different? Our mission: to inspire, engage and delight. We wear your future.

### Advertising

- Media Selection
- Message Development
- Media Buying
- Advertising Evaluation

### Intro

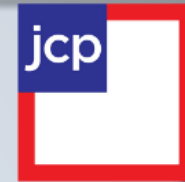
- Company Overview
- SWOT Analysis
- Marketing Objectives
- Marketing Mix Strategy
- Unique Selling Proposition
- Advertising

# JCPenney

RED Inc.

Our Mission: We Rebuild, Engage, and Discover

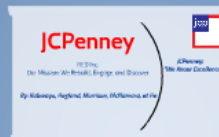
*By: Kubwayo, Hegland, Morrison, McNamara, et He*



*JCPenney:  
"We Know Excellence"*

# J.C. Penney

Thecasesolutions.com



### SWOT Analysis

Strengths	Weaknesses
- Well-known brand	- Old-fashioned
- Strong presence in all states	- High price point
- Strong customer loyalty	- Limited product range
- Good location of stores	- Limited digital presence

Opportunities	Threats
- Online retail expansion	- Competition from Amazon
- Expansion into new markets	- Changing consumer preferences
- Collaborative marketing	- Economic downturn

### Marketing Objectives

- 1. Increase sales revenue by 10% in the next 12 months.
- 2. Improve customer loyalty and repeat purchase rate.
- 3. Expand market share in key geographic regions.
- 4. Enhance brand perception and awareness.

### Target Market

- Women aged 25-44
- Middle and upper middle class
- Homeowners

### Marketing Mix Strategy

Product	Price	Promotion	Place
Curated fashion and home goods	Mid-range pricing	Traditional advertising and social media	Physical stores and e-commerce

### Unique Selling Proposition

JCPenney's "Museum Collection" offers a curated selection of high-quality, timeless pieces that combine classic design with modern functionality. This collection is designed to appeal to discerning customers who value craftsmanship and enduring style.

### Advertising

- TV commercials
- Print advertising
- Social media
- Direct mail

### Competitive Review

Company	Strengths	Weaknesses
Walmart	- Low prices	- Limited product quality
Target	- Strong brand	- Limited product range
Amazon	- Wide selection	- Limited physical presence

### SWOT Analysis

Strengths	Weaknesses
- Well-known brand	- Old-fashioned
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Opportunities	Threats
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# Intro

- Competitive Review
- SWOT Analysis
- Marketing Objectives
- Marketing Mix Strategy
- Unique Selling Proposition
- Puppy Love
- Advertising