



Thecasesolutions.com



Marketing Strategy

J.C. Penney

Michael Anderson

Manish Amin | Kathryn Cichy

Robert Kurzylowski | Ted Palm



Marketing Strategy

Michael Akdemir

J.C. Pen

Manish Amin

Katheryn Cuciti

Robert Kurzydowski
Ted Palm

Agenda

- Situation Analysis
- Marketing Strategy
- Financials
- Controls