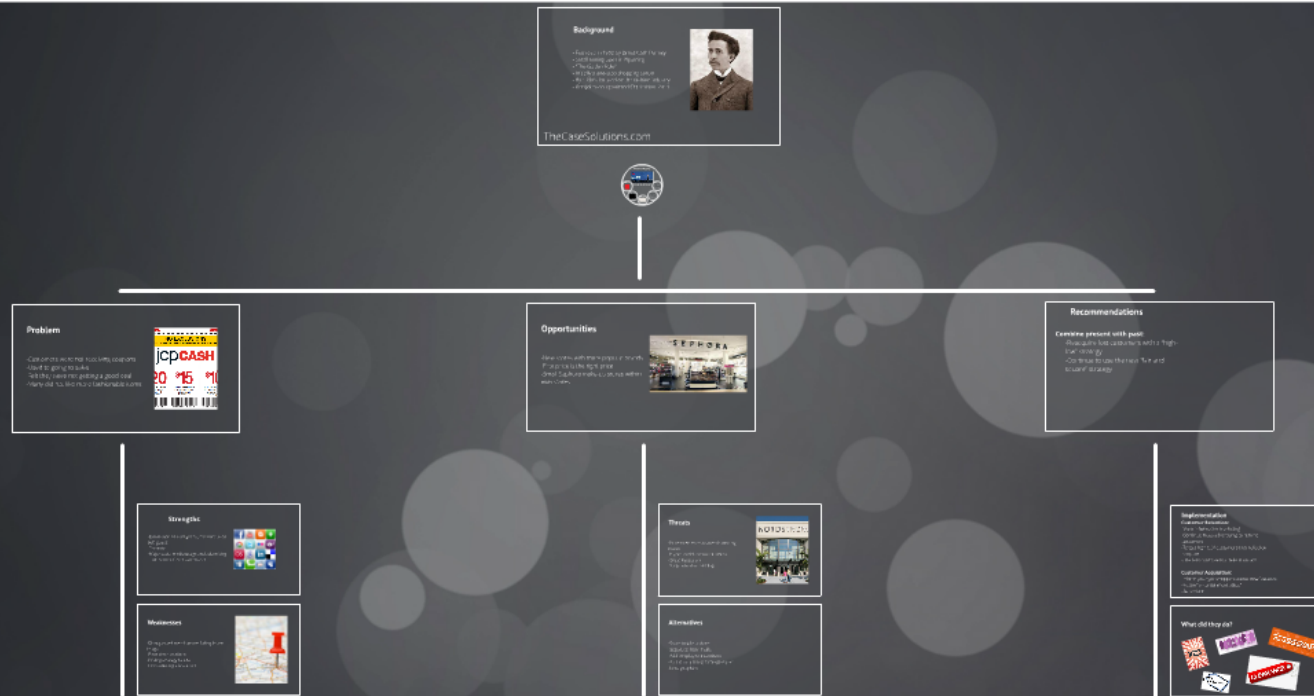
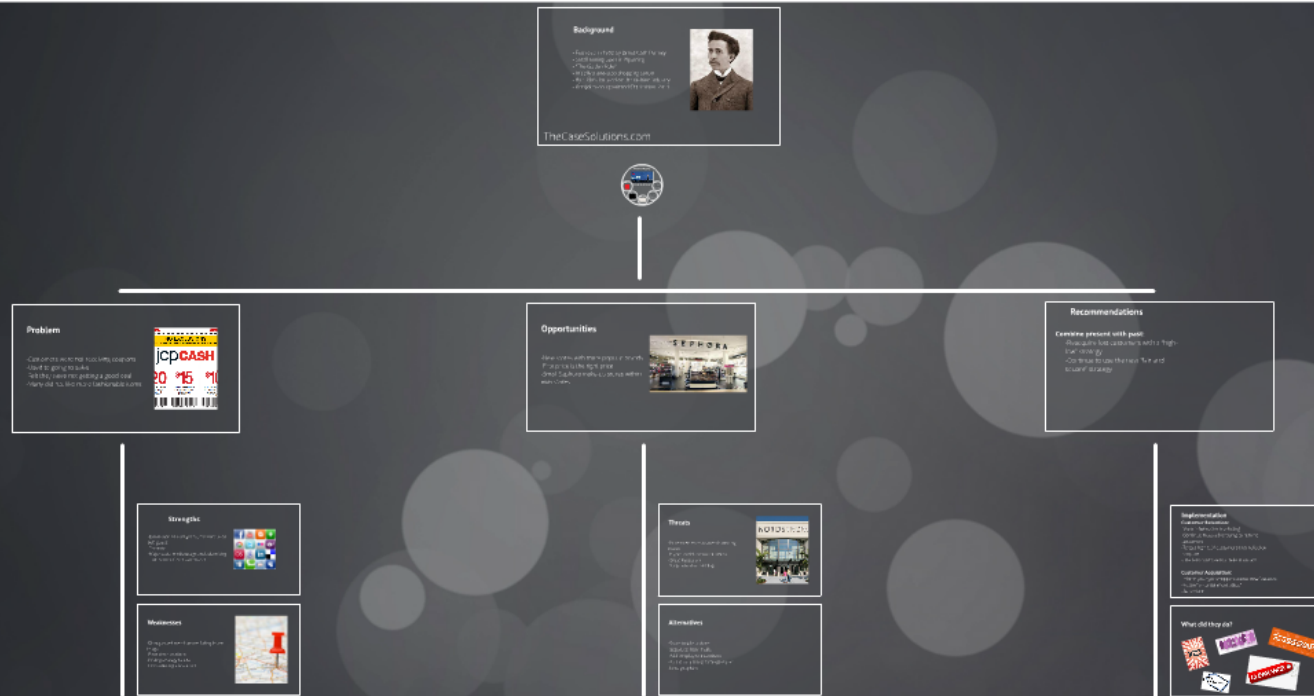


Pricing Telecom Licences in India



TheCaseSolutions.com

Pricing Telecom Licences in India



TheCaseSolutions.com

Background

- Founded in 1902 by James Cash Penney
- Small mining town in Wyoming
- "The Golden Rule"
- Initially a one-stop shopping center
- By 1980's focused on the fashion industry
- Ron Johnson appointed CEO in Nov. 2011



TheCaseSolutions.com

Radical Makeover



New Logo



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New pricing strategy

-Switched from high-low to fair and square pricing

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New spokesperson



TheCaseSolutions.com

New sales structure

-Eliminated "sales"
-No commission for employees
-Best price everyday

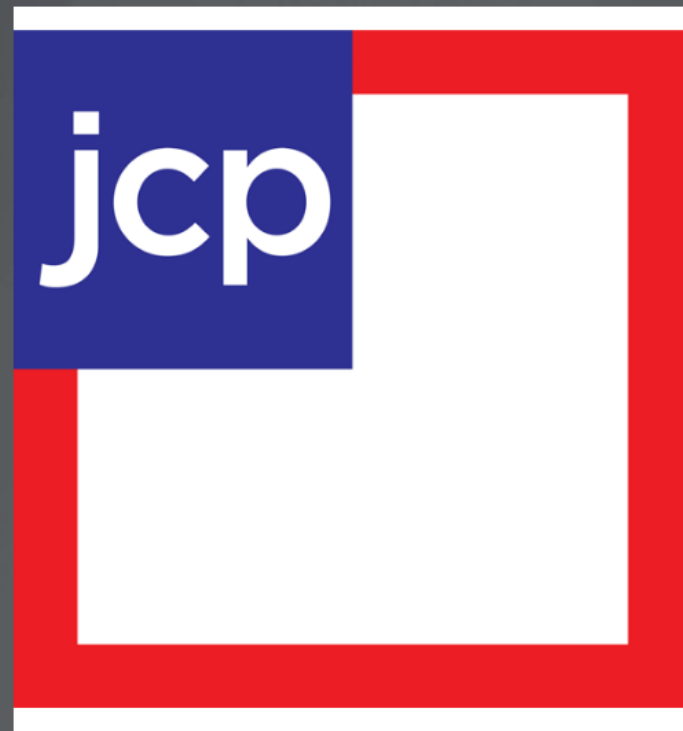
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New store design



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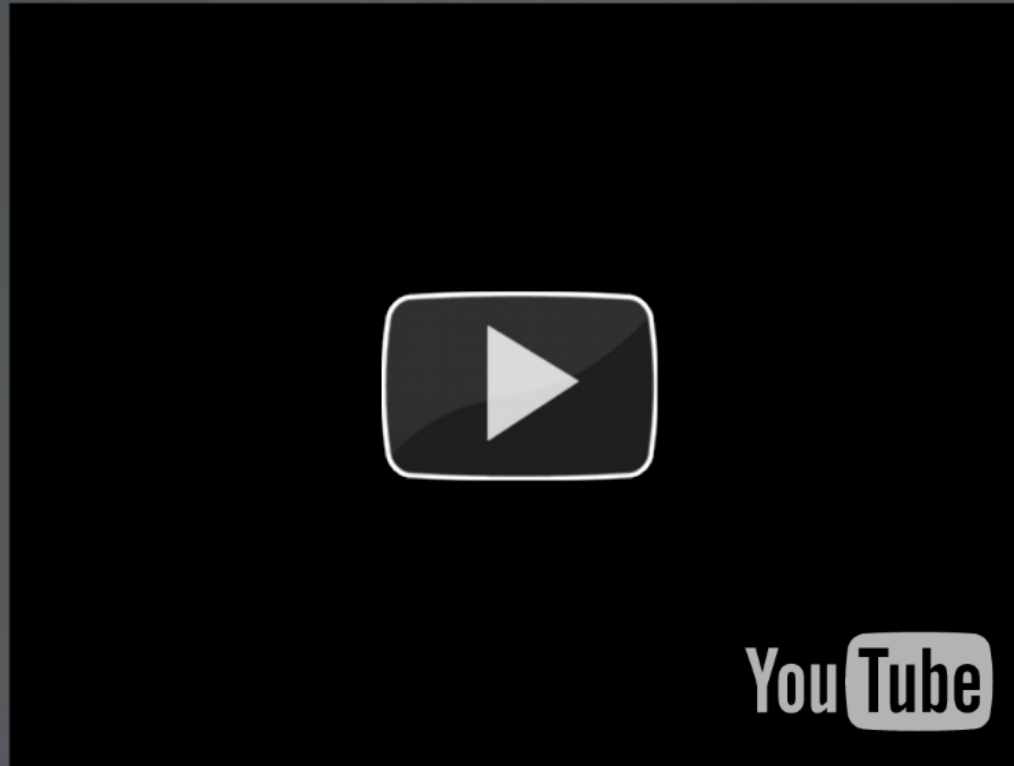
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