

# Naval Air Station Kodiak

**Background**

Founded in 1920, the Naval Air Station at Kodiak is the largest and most modern of the 11 Naval Air Stations in the United States. The station is a major center for the training and operations of the U.S. Navy's fleet.



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**Problem**

Case on the Naval Air Station's website that is not working. The website is not displaying the correct information and is not loading properly.



**Opportunities**

There are several opportunities for the station to improve its website and user experience. These include:



**Recommendations**

Customer service with a high level of quality. The station should focus on providing excellent customer service to its users.

**Strengths**

The station has a strong reputation for its training and operations. It is a major center for the U.S. Navy's fleet.



**Weaknesses**

The station's website is not working, which is a major weakness. This is a significant barrier to the station's operations.



**Threats**

The station is facing several threats, including competition from other military bases and the changing needs of the fleet.



**Alternatives**

There are several alternatives for the station to improve its website and user experience. These include:

**Implementation**

The station should focus on providing excellent customer service to its users. This is a key implementation strategy.

**What do they do?**



# Naval Air Station Kodiak

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**Problem**

Case on the Naval Air Station's website that is not working. The website is not displaying the correct information and is not loading properly.



**Opportunities**

There are several opportunities for the Naval Air Station to improve its website and user experience.



**Recommendations**

Customer presence with post-implementation. The website is not displaying the correct information and is not loading properly.

**Strengths**

The website is easy to navigate and has a clean, professional design. The content is clear and concise, and the layout is well-organized.



**Weaknesses**

The website is not mobile-friendly and does not load properly on mobile devices. The content is not up-to-date and the layout is cluttered.



**Threats**

The website is not secure and does not have proper SSL certificates. The content is not up-to-date and the layout is cluttered.



**Alternatives**

There are several alternatives for the Naval Air Station to improve its website and user experience.

**Implementation**

The website is not secure and does not have proper SSL certificates. The content is not up-to-date and the layout is cluttered.

**What did they do?**



## 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



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# Radical Makeover



New Logo



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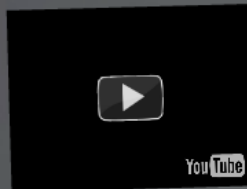
## TheCaseSolutions.com

New pricing strategy

-Switched from high-low to fair and square pricing

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New spokesperson



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New sales structure

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

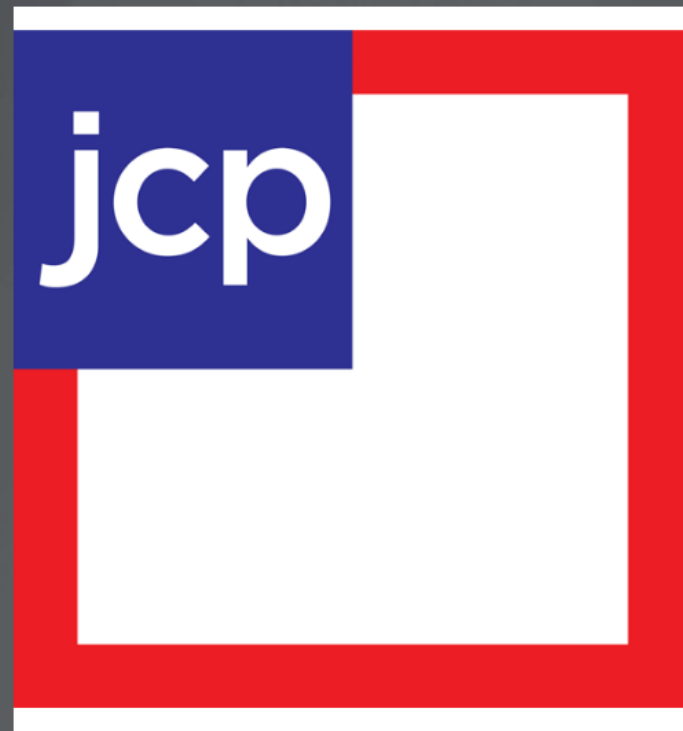
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New store design



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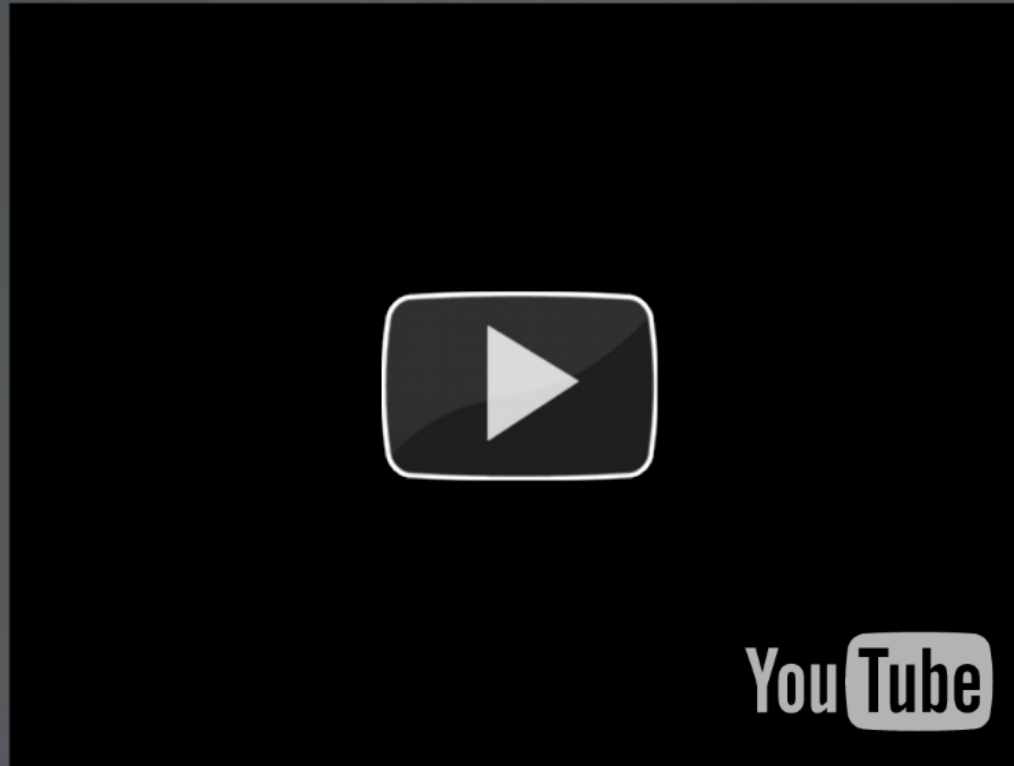
# New Logo



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# New spokesperson



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# New store design



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# **New sales structure**

- Eliminated "sales"
- No commission for employees
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# **New pricing strategy**

-Switched from high-low to fair and square pricing

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