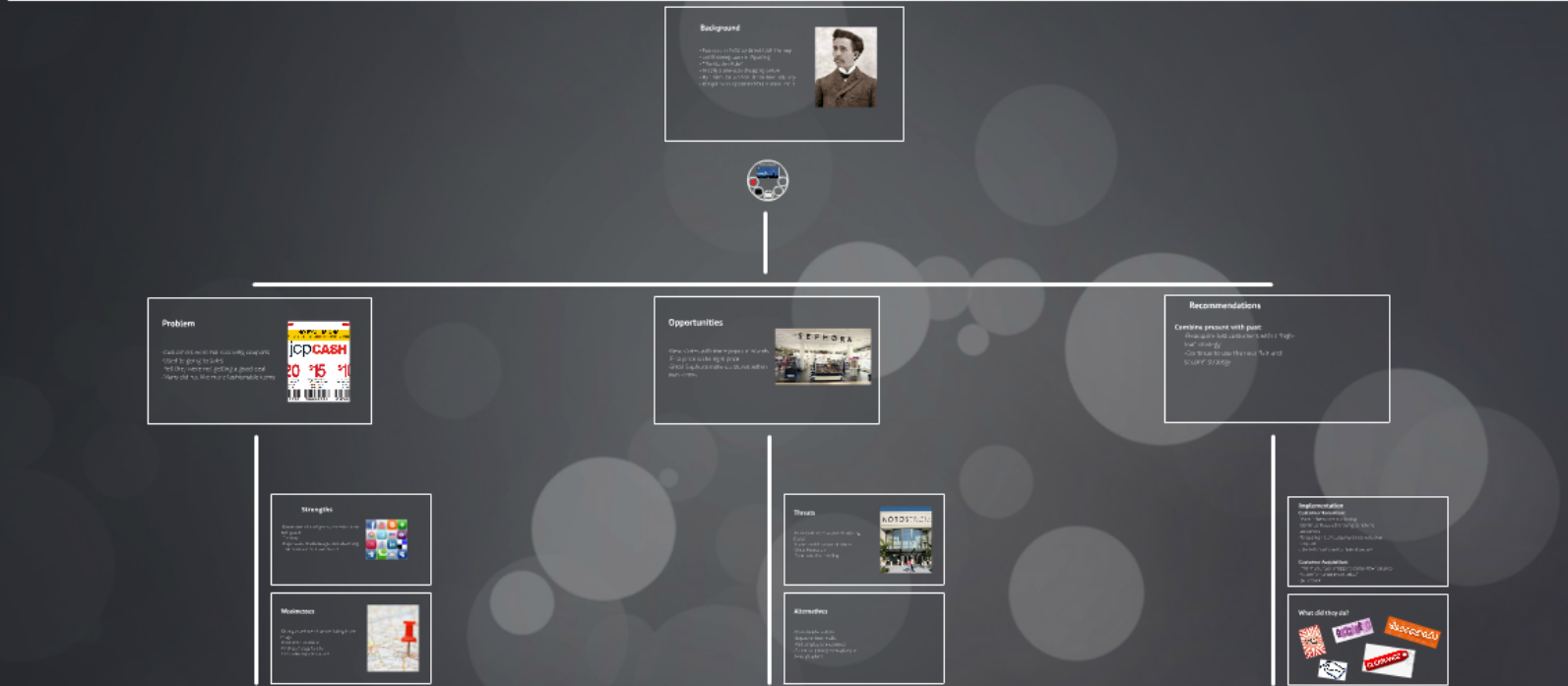


J.C. Penney's



J.C. Penney's



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



Radical Makeover



New Logo



New pricing strategy

-Switched from high-low to fair and square pricing

New spokesperson



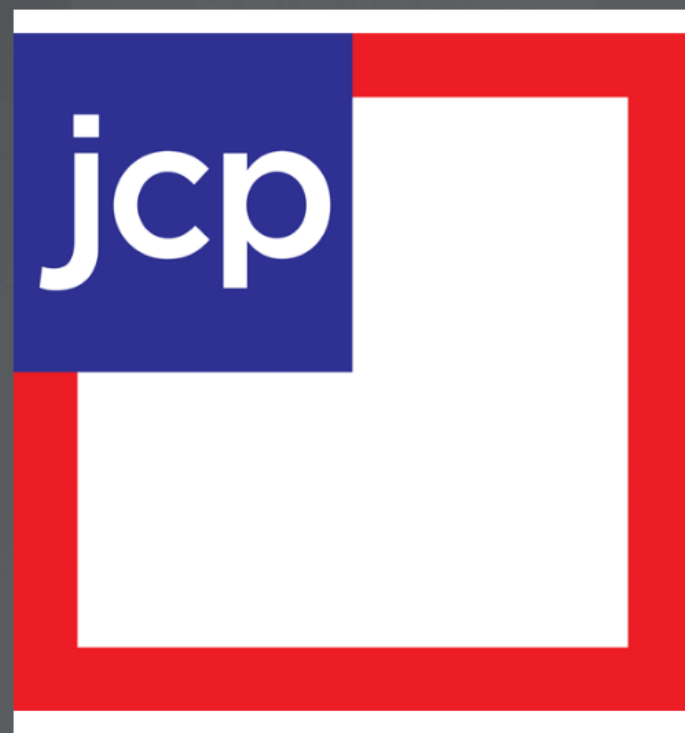
New store design



New sales structure

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

New Logo



New spokesperson



You Tube

New store design



New sales structure

- Eliminated "sales"
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