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J.C. PENNEY SWOT & PESTLE ANALYSIS

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Company Name : J.C. Penney

Company Sector : Retail

Operating Geography : North America

About the Company :

J.C. Penney is an American retail store chain headquartered in Texas, USA. It was founded in 1902 by James Cash Penney and William Henry McManus. J.C. Penney operates at 1095 locations across 49 states in US and Puerto Rico with most stores in suburban shopping malls. Beside some of its iconic in-house brands, the company offers many renowned brands under its roof for products such as clothing, cosmetics, electronics, footwear, furniture, jewellery and appliances. It has around 106,000 employees with Marvin Ellison as the Chairman & CEO.

Its mission statement states "Our customers want the moments in their lives to be more exciting and more meaningful. To address this, our mission will be to make J.C. Penney a source of encouragement and inspiration, offering style and quality at a smart price. We'll show our customers that what matters to them, matters to us."

Revenue :

\$12.5 billion – FY ending 3rd Feb, 2018 (y-o-y growth approximately 0%)

\$12.5 billion – FY ending 28th January, 2017

SWOT Analysis :

The SWOT Analysis for J.C. Penney is given below:

| Strengths | Weaknesses |
|---|---|
| <ul style="list-style-type: none"> 1. Legacy of more than 100 years with high brand equity 2. Strong omnichannel presence with seamless integration 3. Diverse product and service line, efficient supply chain 4. Diverse mix of in-house and private brands | <ul style="list-style-type: none"> 1. Dependence on apparel industry amidst weak sales 2. Low productivity per employee, inventory turnover compared to industry standards. |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1. Expansion into the appliance segment with Home Refresh 2. Unparalleled omnichannel experience | <ul style="list-style-type: none"> 1. Competition from e-retailers like Amazon and lack of well-defined presence in the online space 2. Imposition of import tax under Trump administration |

PESTLE Analysis :

The PESTLE Analysis for J.C. Penney is given below:

| Political | Economical |
|---|--|
| 1.Congress laws against formation of monopolies, proposed minimum wages 2.Business uncertainty to rise due to volatile political climate | 1.With retail stores shutting down amidst growing online influence, unemployment may rise 2.Confident consumer spending but unprecedented competition |
| Social | Technological |
| 1.The importance of a social stand 2.Shift towards online purchasing | 1.Analytical insights to help retailers be more efficient 2.The rise of artificial intelligence in retail |
| Legal | Environmental |
| 1.Highly regulated department store industry 2.Child labour abuse in countries of import | 1.Importance of environmental sustainability and sustainable processes |

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