

Penneys in Retailing (Ireland)

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Abstracts

2013 was another positive year for Penneys as the company's value-oriented yet fashionable positioning and image helped it to push sales forward in a challenging trading environment marked by declining demand for apparel and footwear specialist retailers. Penneys has refrained from further outlet expansion for some years and the company is likely to remain cautious for the remainder of 2013 despite its attractiveness to consumers at present.

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Contents

Strategic Direction

Key Facts

Summary 1 Penneys: Key Facts

Summary 2 Penneys: Operational Indicators

Internet Strategy

Summary 3 Penneys: Share of Sales Generated by Internet Retailing

Company Background

Private Label

Summary 4 Penneys: Private Label Portfolio

Competitive Positioning

Summary 5 Penneys: Competitive Position 2013

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