

# JC Penney Company Inc - Strategy, SWOT and Corporate Finance Report

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## Abstracts

JC Penney Company Inc - Strategy, SWOT and Corporate Finance Report

### SUMMARY

JC Penney Company Inc - Strategy, SWOT and Corporate Finance Report, is a source of comprehensive company data and information. The report covers the company's structure, operation, SWOT analysis, product and service offerings and corporate actions, providing a 360° view of the company.

### KEY HIGHLIGHTS

J. C. Penney Company, Inc. (J. C. Penney) is a holding company, which operates a chain of department stores in the US and Puerto Rico. The company offers a comprehensive range of apparel, home furnishings, accessories, footwear, hand bags, jewelry, shoes, watches, beauty products and bed and bath products. It provides services such as salons, optical centers, portrait studios, jewelry repair, custom decoration, flower bouquet shops and gift cards. Its major brands include JCP, Xersion, Total Girl, City Streets and Ambrielle. The company operates an international purchasing subsidiary, which maintains purchase and quality assurance offices in foreign countries. It also offers merchandise through online websites including [www.jcpenney.com](http://www.jcpenney.com) and [www.jcpenney.net](http://www.jcpenney.net). J. C. Penney is headquartered in Plano, Texas, the US.

### SCOPE

Detailed information on JC Penney Company Inc required for business and

## competitor intelligence needs

A study of the major internal and external factors affecting JC Penney Company Inc in the form of a SWOT analysis

An in-depth view of the business model of JC Penney Company Inc including a breakdown and examination of key business segments

Intelligence on JC Penney Company Inc's mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about JC Penney Company Inc, such as business expansion, restructuring, and contract wins

Large number of easy-to-grasp charts and graphs that present important data and key trends

## REASONS TO BUY

Gain understanding of JC Penney Company Inc and the factors that influence its strategies.

Track strategic initiatives of the company and latest corporate news and actions.

Assess JC Penney Company Inc as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on JC Penney Company Inc's business structure, strategy and prospects.

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