

Apple Inc., Best Buy Co. Inc., J.C. Penney Corp Inc. and Limited Brands Inc.-Company Analysis, SWOT, Marketing Strategy

<https://marketpublishers.com/r/A930A20CB03EN.html>

Date: August 2013

Pages: 47

Price: US\$ 750.00 (Single User License)

ID: A930A20CB03EN

Abstracts

Apple Inc., Best Buy Co. Inc., J.C. Penney Corp Inc. and Limited Brands Inc. - Company Analysis

The Internet boom has changed the way people shop, and today it is rare to find a retailer that does not have an online presence of some sort. But online sales are very different from real-world sales — and making sure the experience is consistent with in-store is crucial. In this report we have analyzed key companies of the United States online retail landscape.

Apple Inc. is one of the world's most successful and most recognizable companies. Apple Inc. is witnessing increase in value sales year on year due to its compelling product assortment and close integration between its store-based and internet retailing operations and its products. Marketing is one of the strongest functional areas of Apple Inc. Similarly Best Buy Co. Inc. which is one of largest specialty retailer of consumer electronics in the US is working hard to remain competitive in the online market landscape. As part of this effort, it is rebuilding its internal IT team over the course next 12 month. While; retailer like J.C. Penney Corp Inc. suffered dismissal sales for 2012. Limited Brands Inc. another retailer key strength is that they purchase merchandise from various suppliers (exact no. given in report) from all around the world.

Renub Research study titled “Apple Inc., Best Buy Co. Inc., J.C. Penney Corp Inc. and Limited Brands Inc.-Company Analysis, SWOT, Marketing Strategy” provides a comprehensive assessment of the company’s sales, marketing strategy and SWOT analysis. This 47 page report with 8 Figures studies the United States Online Retail Company namely Apple Inc., Best Buy Co. Inc., J.C. Penney Corp Inc. and Limited

Brands Inc. These companies have been analyzed based on the following criteria:

- i) Online Sales & Forecast
- ii) Marketing Strategy
- iii) SWOT Analysis

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