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Soltes, F. (2016, August 09). One year in, JC Penney's new CEO raises the retailer's trajectory. *National Retail Federation*. Retrieved from <https://nrf.com/news/one-year-jcpenneys-new-ceo-raises-the-retailers-trajectory>

Marvin Ellison is the newest CEO at JC Penney, his unique way of testing, waiting, and studying is keeping the brand name alive. Paul Trussel states that JC Penney's stock shares are soaring, reaching its peak at \$11.99 in March, which is a year over year increase of more than fifty percent (Marvin, 2016). JC Penney's current goals are focusing on sales and profitability through redeveloping center core departments, expanding in store Sephora locations and increasing private label practices. JC Penney is also re-establishing lost home category sales and launching omnichannel efforts including shopping online and picking up in stores (Soltes, 2016).

Throughout the history of the company, JC Penney has been through a lot of trials and tribulations, they have an outstanding debt on their balance sheet (Soltes, 2016). Since JC Penney is known as a profitable company, they are going to have to work twice as hard to get back to being stable in their balance sheet. The company has some new appliance offerings which are very low in cost and are bringing in new customers. As of 2017, JC Penney aims to focus mainly on the customers insights, trying to make the relationship between their customer and them stronger (Soltes, 2016).

JC Penney's recent advancements are relevant to the overall business of fashion today because they help show the basic struggles that big companies are facing. JC Penney has been around for many years, they have their ups and downs. But as of recent, they have branched out to new locations and are gaining new customers everyday. Besides them having great affordable

prices, their new analysis in consumer behavior helps them focus more on customers. Now they can elaborate on the consumer's needs instead of distributing items that the consumer is not interested in.

One thing that I found interesting was JC Penney's stock price. From the outside looking in it looks like a lot of people are indecisive when it comes to shopping at places like JC Penney, Marshalls, TJ Maxx, etc. Who knows if TJ Maxx and Marshalls has better business flowing than JC Penney but the shares for JC Penney continues to rise. I honestly thought that it would decrease because there are several imitation stores that sell the exact same products around the same price. Competition is very intense when it comes to retail stores like these, stores need to have a good sales pitch to keep the customers rolling in.

I have learned about the affects or proper merchandise assortment and price point. These two aspects are part of the reason why JC Penney's share is rising. JC Penney has a very wide variety of products with a very low range of cost. This news affects the world of fashion as a whole because all profitable brands need to stay relevant in the fashion market. Many of these brands strive for an effective way to increase customers and sales but only a few actually get the job done. In a highly competitive world where your neighbor is selling the same thing that you are displaying in your window, brands have to stay on top of business and the advancements of fashion.