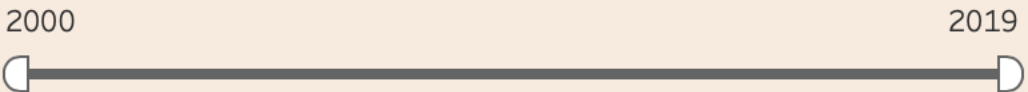


JCPenney The Retail Store Analysis

Year



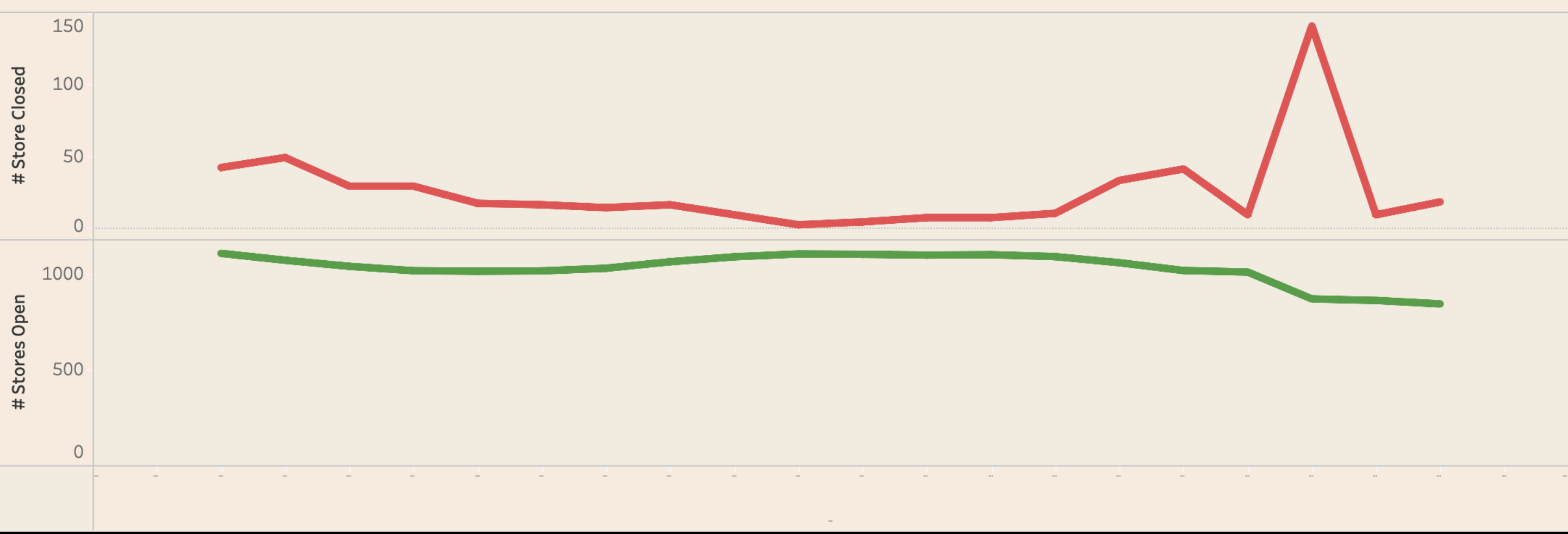
The Origin of JCPenney

JCPenney was established in 1902 by James Cash Penney in Kemmerer, Wyoming, as a small dry goods store named the Golden Rule Store. The company prioritized fair prices and customer service. The business expanded rapidly, and by 1913, it was incorporated as JCPenney Company, Inc. Renowned for providing affordable fashion, home goods, and beauty products, it has transformed into a nationwide retail chain.

Business Problem

JCPenney is a retail company in the United States That has faced financial challenges and is closing stores. In our analysis, we will identify the reasons behind JCPenney’s decline over the years, gain insights from our analysis, and explore how JCPenney can stage a comeback in the current market.

JCP Store Closed vs JCP Store Opened Analysis



JCP Store Income vs Debt Analysis

