J.C.Penny started a catalog in the year 1963, this catalog gives opportunity to the customers to browse through the products from their homes. This catalog consist of Men’s clothing, Female’s clothing, home furniture, housewares and school uniforms. J.C.Penny thought online customer and the catalog are dependent and they stopped the catalog process because it was costing more for the company in mailing items to the customer. But the online customers and catalog customer are independent. By this wrong decision company have lost many customer who are very loyal from many years. I disagree with the decision made by the J.C.Penny which eventually lost its customers and also decline in its sales. Most J.C.Penny customers are preferring traditional paper list way to buy their home appliances than going through online. The catalog list consist of almost 1000 pages of the items available for the customer. So, J.C.Penny business advisors made a decision to remove the catalog such that the customer either switch to online shopping or shopping at the stores. J.C.Penny need to start with new strategies to overcome the competition in the market and also company need to attract new customers with new style of clothing, styling and also some discount strategy’s which can reflect on the sales of the company. I think J.C.Penny have took a great decision by bring back the catalog list for the customers to bring back the sales. J.C.Penny discounted its products at recession time to make more sales as the economy of the country was worst at that time. Recession sales affected a lot on the J.C.Penny which declined the worth of the company as there was more debt than the profits for the company. J.C.Penny shares were almost for $2 in the market. J.C.Penny closed many stores and warehouses to overcome pressure on the company. They also discounted many products such that they can be free from old and unsold stocks. J.C.Penny still trying to collaborate with many companies such that they can improve more on the sales and also be more competitive in the market. Currently, the executives are trying their best to keep the company in the market.

Reference:

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