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At the Heart of South Leinster

PENNEYS vs. MANGO



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CW917-BUSINESS ENGLISH PROJECT

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1. Introduction

Penneys and Mango are two retail brands very famous in their birth country. For this reason I chose them.

Penneys offer a wide range of products; they have clothes for women, for men, babies and kids, accessories...

Penneys is the name for shops only in Ireland, they changed the name for Primark when they started the internationalization in UK to avoid legal problems with JC Penney

Mango design and manufacture four different lines, Women, Men, Kids, Curves Sizes.

1.1 A little piece of history

Penneys, started with a shop in Dublin in 1969. In 1973, they opened the first shop in Derby, UK. The next years, Penneys has been grown. In 2006 Penneys decided opened a new shop in another country, Spain. Nowadays, they have 35 shops in total in this country. From 2008 until now they have been opening new shops in different countries, such as The Netherlands, Portugal, Germany, Austria or France. (PRIMARK, Penneys)

Fifteen years later, in 1984, in Barcelona, Isak Andic opened the first Mango shop. One year later he was still opening a new shop in Valencia, in a different region in Spain.

Isak Andic spent less than ten years to start the internationalization of his brand, opening a new shop in Portugal, and London in 2000. In 2010 the presence of Mango is over 100 countries. (MANGO)

1.2 The concept

Penneys concept is provide their customers with fashionable clothes with exceptional low prices.

Mango's concept, however, is the differentiation with others retails brands in the world, like the Spanish company too, Inditex, with their brands ZARA or Massimo Dutti.

They work to find a balance among quality, design and coherency brand image.

2. Human Resources

2.1 Values

Both companies have clear policies about the values that they like for their companies and these are the standards that the workers have to follow in their day-to-day.

2.1.1 Pennies Values

- *To offer the best value for money* (PRIMARK, Penneys)
- *To improve continuously the range of products* (PRIMARK, Penneys)
- *To treat customers as the members of the company want to be treated* (PRIMARK, Penneys)
- *To strive continuously for effectiveness* (PRIMARK, Penneys)
- *To respect each other* (PRIMARK, Penneys)
- *Ethical approaches to employment and training* (PRIMARK, Penneys)
- *Environment, health and safety* (PRIMARK, Penneys)

2.1.2 Mango values

Mango differences the values between Personal Values and Professional Values:

PERSONAL VALUES	PROFESSIONAL VALUES
HUMILITY	EFFECTIVE
POSITIVE	KEEP IT SIMPLE
HONEST	IN A TEAM
RESPECTFUL ATTITUDE	CUSTOMER-ORIENTED
	BUSINESS-ORIENTED

(REPORTIA, p. 12)

Reference to the number of employees in each company, Penneys has an amazing number of workers, 54.000 people in 9 different European countries. (plc, p. 32)

Mango has 13.456 people in the pay-roll and created, in 2013, 1.245 new jobs.

3. Marketing Mix

3.1 Product

Penneys has a wide range of products for women, men, kids and for the house. They are committed to sourcing the highest quality products (plc, p. 2) but people likes Penneys over all for the low prices. In general, people don't think that Penneys is a high quality reference in clothes, although the cotton section is so good.

They, also, have cosmetic products and sweets in their shops.

They have different sub brands, such as:



In the other hand, **Mango** has four different line of products: Women, Men, Kids and Curve Sizes, being the last lines so news. The Men line was created in 2008, Kids line in 2012 and Curve Sizes line in 2013.



The aim of the products of Mango is good quality, with the same standard for all their products.

3.2 Price

In **Penneys** you can find a large number of products for low prices. The priority in the price policy for this company is that fashion-conscious people get value for money. (Studies) Penneys get better prices because they acquire the products efficiently, the design is simpler, buying local accessories and fabrics, among some of the different actions. And they don't spend a lot of money in advertising.



Figure 1: Some cheap products from Penneys

Mango has affordable prices but not so low as Penneys. Probably is due to Mango spends more money in their shops and in publicity.

They have worked with a lot of top models or young, pretty and famous actresses, such as Naomi Campbell or Eva Herzigova in the catalogues, Claudia Schiffer, Ines Sastre and Karollina Kurkova as an image of the woman collection, or Dakota Johnson, Scarlett Johansson or Penelope Cruz as famous Hollywood stars.



Figure 2: Andres Velencoso & Miranda Kerr

3.3 Place

Penneys has 290 shops in nine different countries and, although they have website, you can't buy online and you have to go to one of these shops to go shopping.

The shops are directly linked with the programme to reduce the environmental impact. They want to reduce the energy the shops use, recycling hangers and reusing paper, and reusing the cardboard from the shops to make the bags for the costumers. (Penneys)

However, you can buy your favourites clothes in **Mango's** shops or online in their website.

Mango has over 2.000 shops in the entire world, in 104 different countries.

The shops maintain the interior design and image to create a lovely environment to enjoy the experience in each shop.

To buy online you just need to be registered in the Mango's application and you have two options to choose the delivery method; you can collect your new staff in a shop or they can delivery at your house.

They have different payment methods; debit card, credit card or Paypal.

3.4 Promotion

Nowadays, either company knows how much important is social networks and internet.

Both companies have a website where customers can see the products, creating and choosing your own outfits.

And both companies have different accounts in the most important social networks as Facebook, Instagram, Twitter, Google + and Pinterest.

Mango has also YouTube and application for mobile phones.

In **Penneys'** website, the customer has the option to subscribe the Newsletter and whether the customer needs to contact with the company, it's possible by means of the next link:

<https://www.primark.com/en-ie/customer-service/contact-us>

Penneys has a section in the website named Primania where customers send their own pictures about themselves with Penneys' outfits:

<https://www.primark.com/en-ie/primania#>

Mango has a Newsletter too, but they complete the promotion of their product making the catalogues in each collection and with important advertising campaigns with famous top models or Hollywood stars.

Also they collaborate with ESDi Higher School of Design, in Barcelona, offering the master's degree in Fashion Industry Management. (Escola Superior de Disseny)

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