How can you start with one small shop and then become a multinational brand?
PENNEYS vs MANGO: a little piece of history

**PENNEYS**
- First shop in Dublin: 1969
- First shop abroad (Derby-UK): 1973
- First shop in Spain: 2006
- 35 shops in 2014

**MANGO**
- Presence over 100 countries: 2014
- Start internationalisation: 1992
- First shop in Valencia: 1985
- First shop in Barcelona: 1984
PENNEYS vs MANGO: the concept

PENNEYS

PROVIDE THEIR COSTUMERS

FASHIONABLE CLOTHES

AND EXCEPTIONAL LOW PRICES

MANGO

DIFFERENTIATION, TO FIND A BALANCE AMONG QUALITY, DESIGN AND COHERENCY BRAND IMAGE
PENNEYS vs MANGO: human resources

**PENNEYS**

Values
- Best value for money
- Improve continuously the range of products
- Treat customers
  - Respect
- Ethical approaches
- Environment, health and safety

**MANGO**

<table>
<thead>
<tr>
<th>Personal values</th>
<th>Professional values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Humility</td>
<td>Effective</td>
</tr>
<tr>
<td>Positive</td>
<td>Keep it simple</td>
</tr>
<tr>
<td>Honest</td>
<td>Customer-oriented</td>
</tr>
<tr>
<td>Respectful attitude</td>
<td>Business-oriented</td>
</tr>
</tbody>
</table>
PENNIES vs MANGO: marketing mix

**Product**

**PENNIES**
- Range of products:
  - Women
  - Men
  - Kids
  - House
  - Sweets
  - Cosmetic products

**MANGO**
- Range of products:
  - Women
  - Men
  - Kids
  - Curve Sizes
**PENNEYS vs MANGO: marketing mix**

**Price**

**PENNEYS**
- Low prices
- Acquiring the products efficiently
- Simple design
- Local suppliers
- Not spending money in advertising

**MANGO**
- Affordable prices
- Some special prices

**UP TO 40% OFF SELECTED ITEMS**

*not valid with any other offer, discount or promotion, or on garments labelled with a star (*) or a circle (o).*
PENNEYS vs MANGO: marketing mix

**Place**

**PENNEYS**
- 290 shops in 9 countries
- No shop online

**MANGO**
- Over 2,000 shops in 104 countries
- Shop online
PENNEYS vs MANGO: marketing mix

**Promotion**

**PENNEYS**
- Website
- Social Network: Facebook, Instagram, Twitter, Google+, Pinterest
- Newsletter

**MANGO**
- Website
- Catalogues
- Social Network: Facebook, Instagram, Twitter, Google+, Pinterest
- YouTube
- App mobile phone
- Newsletter
- Collaboration Master in Fashion Industry Management
THANKS FOR YOUR ATTENTION AND

HAPPY CHRISTMAS!!!