

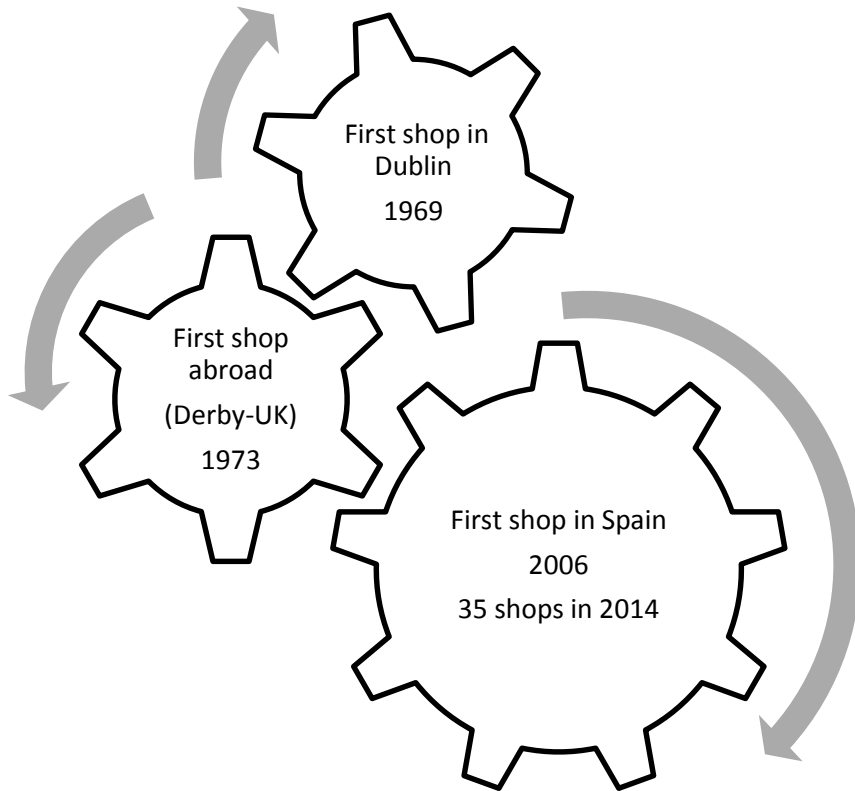
PENNEYS MANGO

How can you start with one small shop and then become a multinational brand?

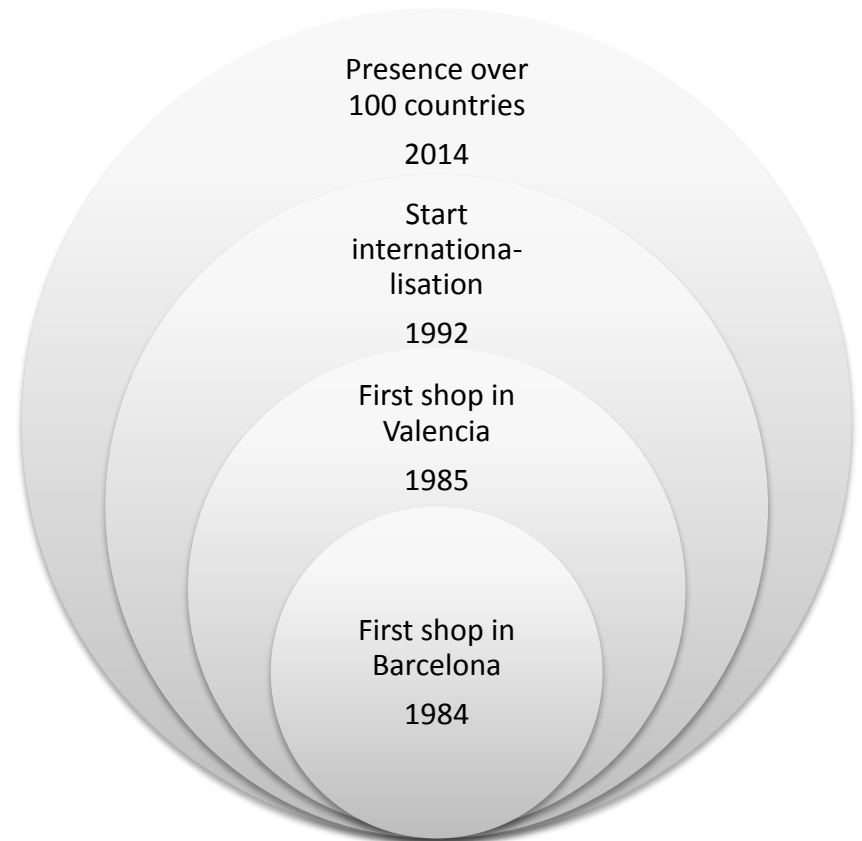
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C00198396
Business English Project

PENNEYS vs MANGO: a little piece of history

PENNEYS



MANGO



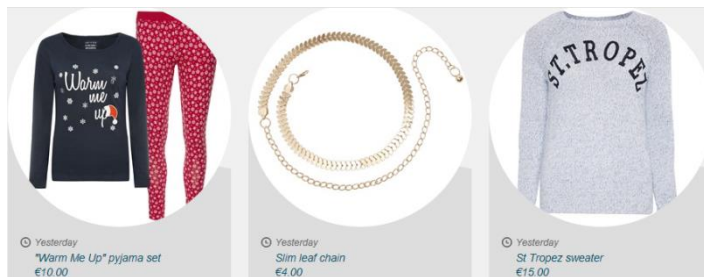
PENNEYS vs MANGO: the concept

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 costumers
 - Respect
 - Ethical approaches
- Environment, health and safety

MANGO

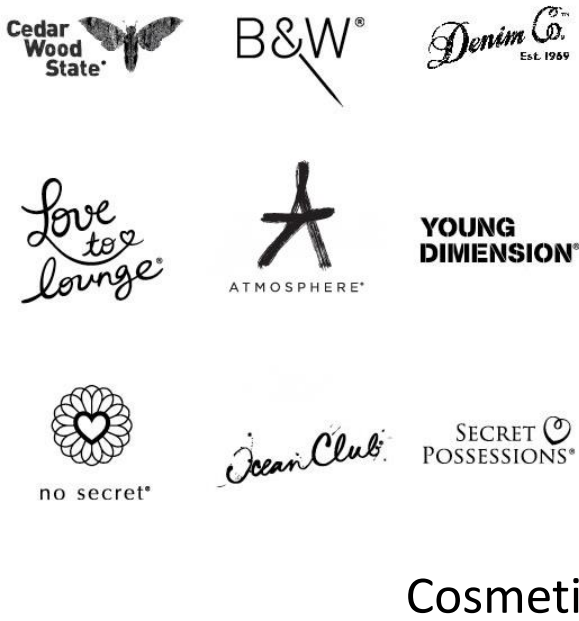
Personal values	Professional values
Humility	Effective
Positive	Keep it simple
Honest	Customer-oriented
Respectful attitude	Business-oriented

PENNEYS vs MANGO: marketing mix

Product

PENNEYS

Range of products:



Women
 Men
 Kids
 House
 Sweets
 Cosmetic products

MANGO

Range of products:



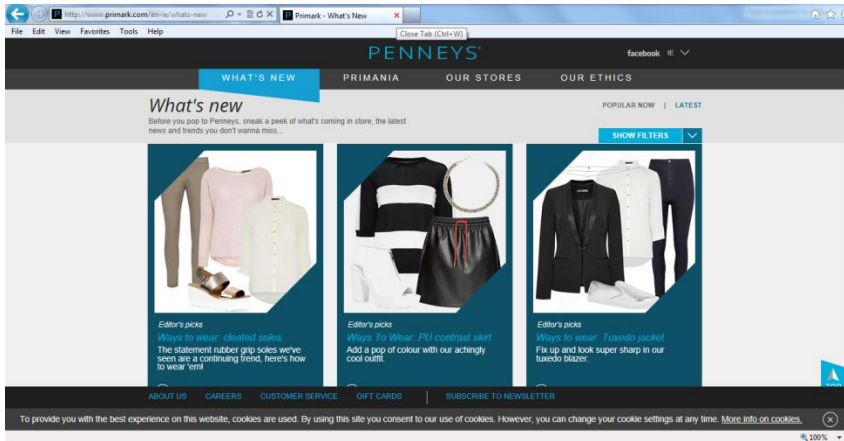
Women
 Men
 Kids
 Curve Sizes

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!!!

