

JCPenney & YOU...
A Perfect Fit



The JCPenney Scholarship Competition

As part of our competition we are asking participants to analyze our current merchandise mix as well as customer service. Our team will then review all project submissions and select **5 lucky winners!**

Winning together is a top priority at JCPenney and this exercise provides you with an opportunity to demonstrate how you could contribute to our team. We realize and appreciate the work this requires on your part and it is that extra effort that has made JCPenney a successful organization.

Topic:

Please shop a JCPenney store and review our current merchandise selections as well as customer service. Then identify an area of opportunity that would enhance the shopping experience. Finally, develop specific action items as to how you would improve in that area.

Your project should be 1-2 pages in length and you may use supporting materials (photos, visuals) to defend your analysis.

Due Date:

Tuesday: 9/29/2009

Please submit your project via email to campusrecruiting@jcpenny.com.

All winners will be announced at the UF Scholarship Banquet which will be held on 10/07/09.

Five lucky participants will each receive \$1000 cash scholarships!

