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Mgmt. 489

Dr. Ortiz

Macy’s Outline

1. Company Summary
   1. Vision
   2. Philosophy
   3. Financial Objectives
   4. History
      1. Macy’s Thanksgiving Day Parade
   5. Key People
2. Products
   1. Competitors
   2. Diversity
   3. Technology
3. Marketing
   1. Omni channel approach
      1. ALL Channels
   2. Branding
   3. Market Analysis
      1. SWOT
      2. Segmentation
   4. Promotions/Sales
4. Economic Health
   1. Growth Strategies
   2. Finances
   3. Profitability
   4. Employee Culture
5. Conclusion
   1. Recommendations
   2. Concerns