Brand Analysis on J.C. Penny Academic Level : Bachelor Paper details Students will identify a company that is having significant difficulties either in establishing or maintaining its brand. Students will create a detailed assessment of the overall brand vs. competing brands, identify the key attributes contributing to current and potential Brand Equity, and create a strategic re-branding initiative for the company to undertake. Students will be responsible for preparing: A Word document that will detail each element of the campaign. Submitted papers must address all requirements listed above and should be 3-4 pages in length (not including APA cover page and reference page). Be sure to include: SWOT analysis Analysis of the firm/brand’s 4-P’s (Price, Product, Place and Promotion) Competitive analysis (ex: Strategic Group Map, Perceptual Mapping, Porter’s Five Forces) Your work should be very thorough and representative of a senior-level undergraduate student. Your assignment must follow these formatting requirements: Be typed, double spaced, using Times New Roman font (size 12), with one-inch margins on all sides; references must follow APA format. Include a cover page containing the title of the assignment, the student’s name, the professor’s name, the course title, and the date. The cover page and the reference page are not included in the required page length.