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	Physical Resources	Human Resources	IP, Software, and Methods	Ecosystem Resources	Financial Resources
Resource Base (Type, Capacity, and Utilization)	<p>SC Network of 11 facilities</p> <p>850 large retail stores (Avg. 110,000 sq ft)</p> <p>Equipment in store- Registers, shopping carts, clothing racks/shelving</p>	<p>Connect all associates to goals bigger than the individual</p> <p>Assigned zones in the store to help customers in all areas</p>	<p>Omnichannel approach to retail</p> <p>JDA Software for all business processes</p>	<p>Diversified supplier base from 2,700 domestic and foreign suppliers</p>	<p>Relies heavily on sales &amp; decreasing of expenses</p>
Resource Integration (Organization, Planning, and Decision Making)	<p>Located only in 49 U.S. states &amp; Puerto Rico</p> <p>Ecommerce site jcp.com</p> <p>Cross-docking center with sliding shoe sortation system</p> <p>Store Support Center services 60 to 130 stores</p>	<p>10-20 employees on each shift. One for each zone plus managers and cashiers.</p> <p>Laid off employees each year and cancel unnecessary positions. Try to keep the employees in a store lean and effective.</p>	<p>Website optimized for tablet and mobile devices</p> <p>Available at over 10,000 in-store point of sale registers and held hand devices</p>	<p>Maintains buying and quality assurance offices in multiple locations across the globe</p> <p>Strict expectations on business ethics, working conditions, safe products, social responsibility and environmental impact</p>	<p>Cutting departments that are losing the company money &amp; focusing goals on five major areas</p>
Resource Development & Acquisition (Innovations, Development, and M&A)	<p>Opened launch of "Penney's" in Hurst, TX. to invest in future brand</p>	<p>Average salary compared to their competitors.</p>	<p>Offer app on Android and Apple iOS for customers to browse and complete orders quickly and easily</p>	<p>Working on sustaining strong relationships with their suppliers</p> <p>Building customer-centric strategy</p>	<p>Working on decreasing COGS</p> <p>Using capital to create concept store and improve store design</p>