**Read the case document “Clean Edge Razor: Splitting Hairs in Product Positioning”. Click here**[**Link**](https://services.hbsp.harvard.edu/api/courses/1014192/items/4249-PDF-ENG/sclinks/702d2f9e100f7c418f0d16aab7aa4f92)**to go through the case study**

**1.** Examining the exhibits in the case study, what would be your business analysis for the Clean Edge Razor launch – mainstream or niche in the super-premium category?

**2.** From a product maturity stage perspective of the PLC, what should Randall take into consideration for the new razor versus the older established Paramount Pro product?

**Read the case document “JC Penny’s Fair and Square Strategy”. Click**[**here**](https://services.hbsp.harvard.edu/api/courses/1014192/items/514073-PDF-ENG/sclinks/1c1c8dc49990cebd46c3169db8e892b7)**to go through the case study**

**3.** Analyse the impact of J.C. Penny’s radical makeover strategy under Ron Johnson, new CEO, from strategic implications of branding viewpoint”.

**4.** Examine the challenges faced and opportunities explored by JC Penny in integrated marketing mix activities to build its brand equity.

**INSTRUCTIONS FOR SUBMISSION:**

1. The assignment needs to be submitted in both **word** and PDF **format**
2. The assessment should be a **maximum of up to 1500 words** (+-10%, excluding tables, diagrams, infographics, and references if any).
3. his assessment's case is about**Clean Edge Razor: Splitting Hairs in Product Positioning Case :**After three years of development, Paramount Health and Beauty Company is preparing to launch a new technologically advanced vibrating razor called Clean Edge. The innovative new design of Clean Edge provides superior performance by stimulating the hair follicles to lift the hair from the skin, allowing for a closer shave. The company has already decided to introduce Clean Edge into the men's market where it has a strong presence. Jackson Randall, the product manager for Clean Edge, struggles with how best to position the product for the launch. One strategy is to release Clean Edge as a "niche" product, targeting the high-end market of fastidious groomers looking for superior skin care products. Another strategy is to release the product into the highly competitive mainstream razor market where the product can be positioned as the most effective razor available. Randall meets internal resistance to the mainstream strategy from the product manager for the company's current, but aging, mainstream razor products and he must consider the effects of cannibalization in his plan. and  **JC Penny’s Fair and Square Strategy:**J.C. Penney CEO Ron Johnson recently unveiled [ambitious plans](http://www.nytimes.com/2012/01/26/business/jc-penneys-chief-ron-johnson-announces-plans-to-revamp-stores.html) to transform the 110-year-old department store chain into a 21st century retail powerhouse. Leveraging his experience at Target and Apple, Johnson aims to create 80 to 100 highly-branded “stores within a store” (e.g. a Martha Stewart boutique). Channeling the spirit of [Apple’s Genius Bar](http://www.apple.com/retail/geniusbar/), every J.C. Penney will also have a “Town Square” offering complimentary services to customers as well as promotions such as free hot dogs and ice cream in July.