target

Anthony Mania, Guy Piserchia, Eric Iheagwara, and Dylan Pacheco

COMPANY OVERVIEW

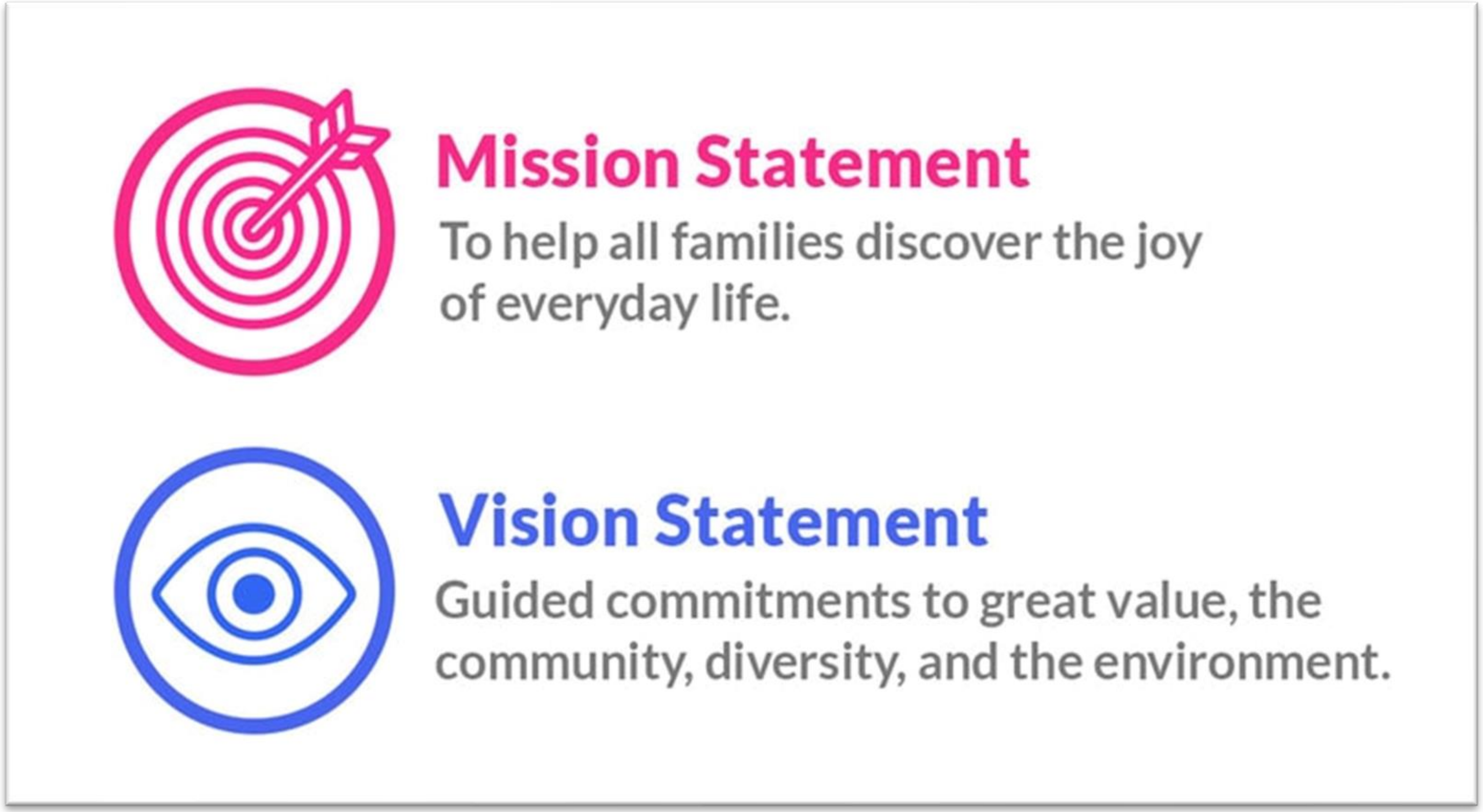
1902: George Dayton creates Dayton's Dry Goods Company, which would become a multi-million-dollar company

1962: The first Target store is launched, which was a discount store owned by the Dayton Company

2000: Dayton Corporation is renamed Target Corporation since Target was their money-maker

2021: Target’s revenue crossed the $100 billion mark for the first time in company history, reaching more than $106 billion

MISSION AND VISION



FEATURES

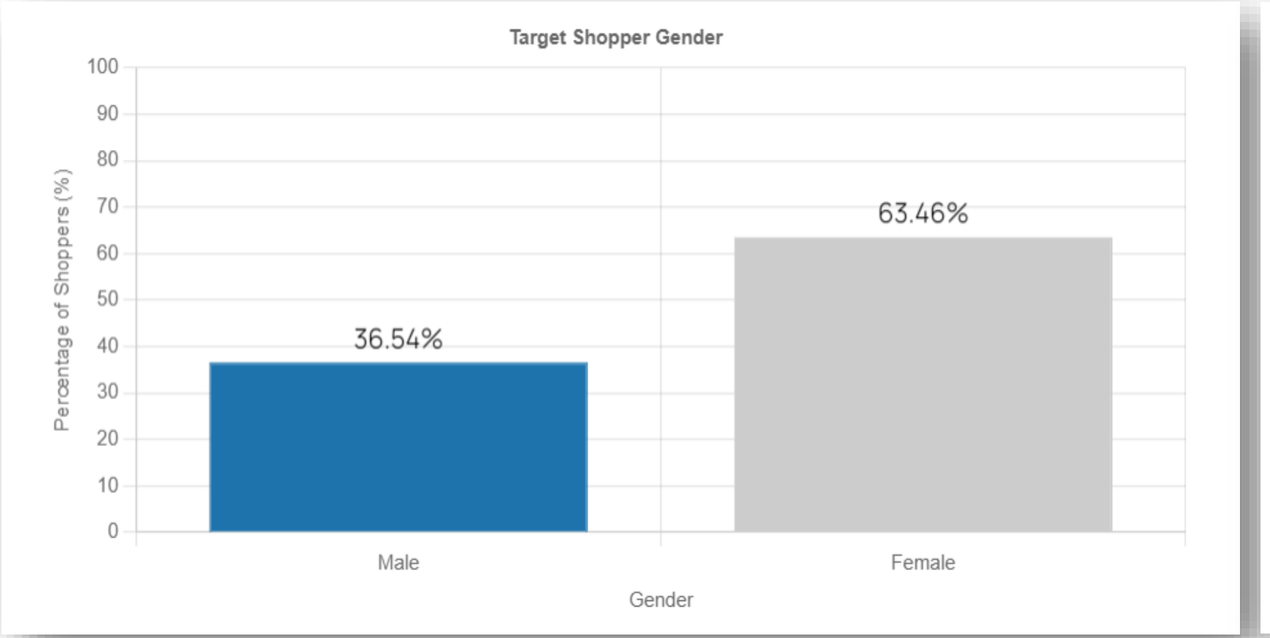

drive up
TARGET

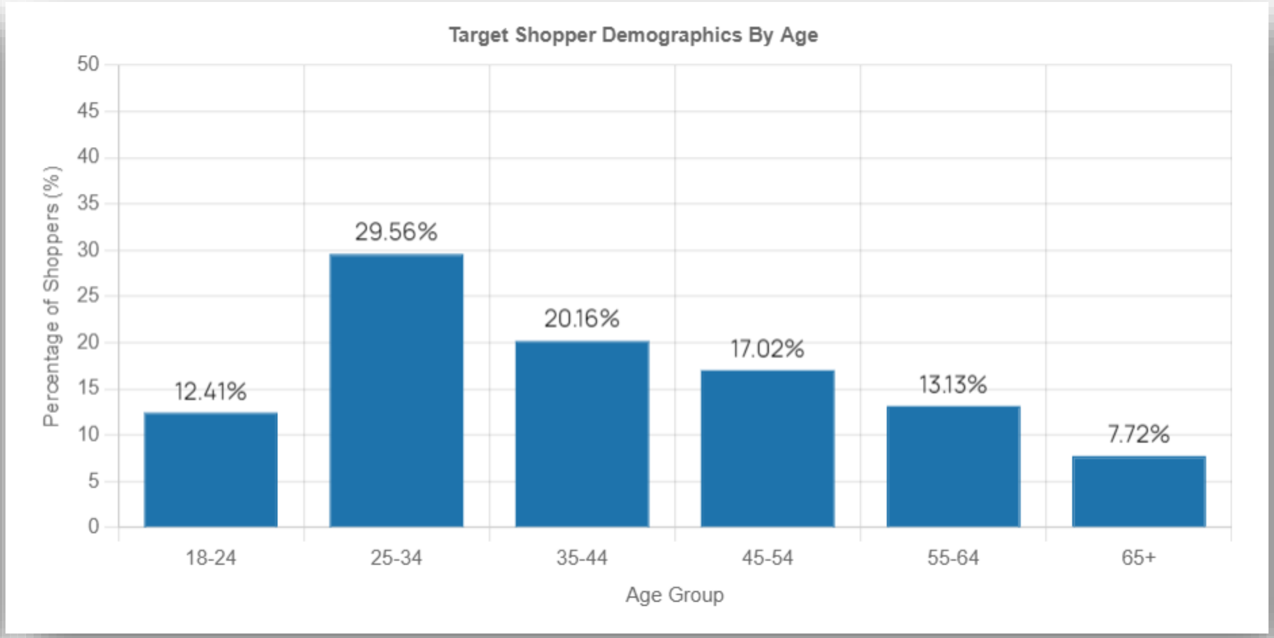

make the in-between meals merry.
Buitoni
sign in / account
my store
weekly ad
gift cards
lists / registries
REDcard
email offers
your cart
shop all categories
search
free shipping & returns on every order.
clothing, shoes & jewelry
baby & kids
home, furniture & patio
electronics & office
toys & video games
movies, music & books
sports, fitness & outdoors
beauty, health & pharmacy
grocery, household & pets
gifts, parties & holiday
clearance & deals
Christmas
all categories
BOGO
50% OFF*
dress your fam for every occasion. online only.
clothing
shoes
accessories
Black Friday
view the ad. plan to save.


STARBUCKS COFFEE


Expect More.
Pay Less.®

DEMOGRAPHICS





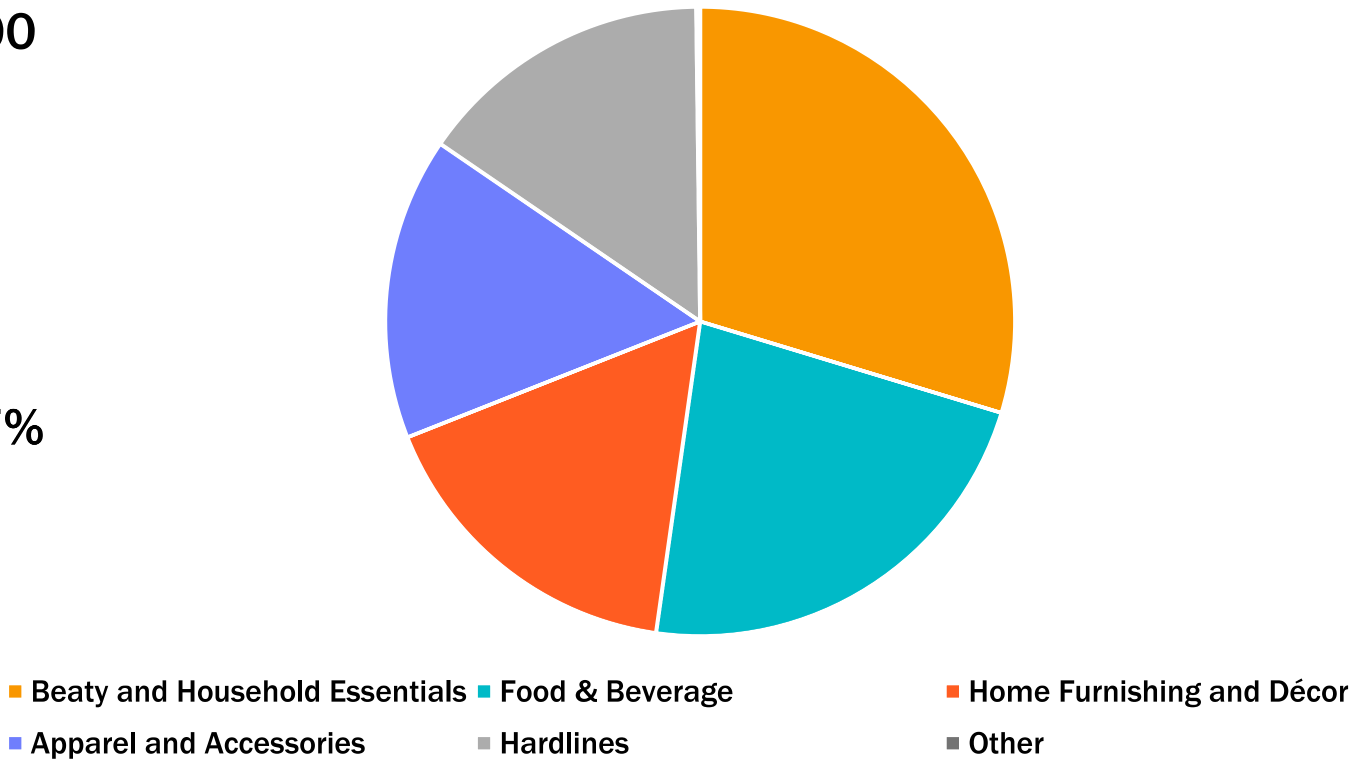
TARGETS' REVENUE OUTLOOK

- In 2024, Target was ranked 7th in the National Retail Federations list of top 100 retailers
- **Revenue in 2024 = 107.41 billion**

Graph:

- Beauty and Household Essentials: 29.57%
- Food and Beverage: 22.59%
- Home Furnishing and décor: 16.79%
- Apparel & Accessories: 15.58%
- Hardlines: 15.28%
- Other: 0.2%

Sales Share of Target in the US in 2023, by Product Segment



TARGET'S REVENUE MODEL

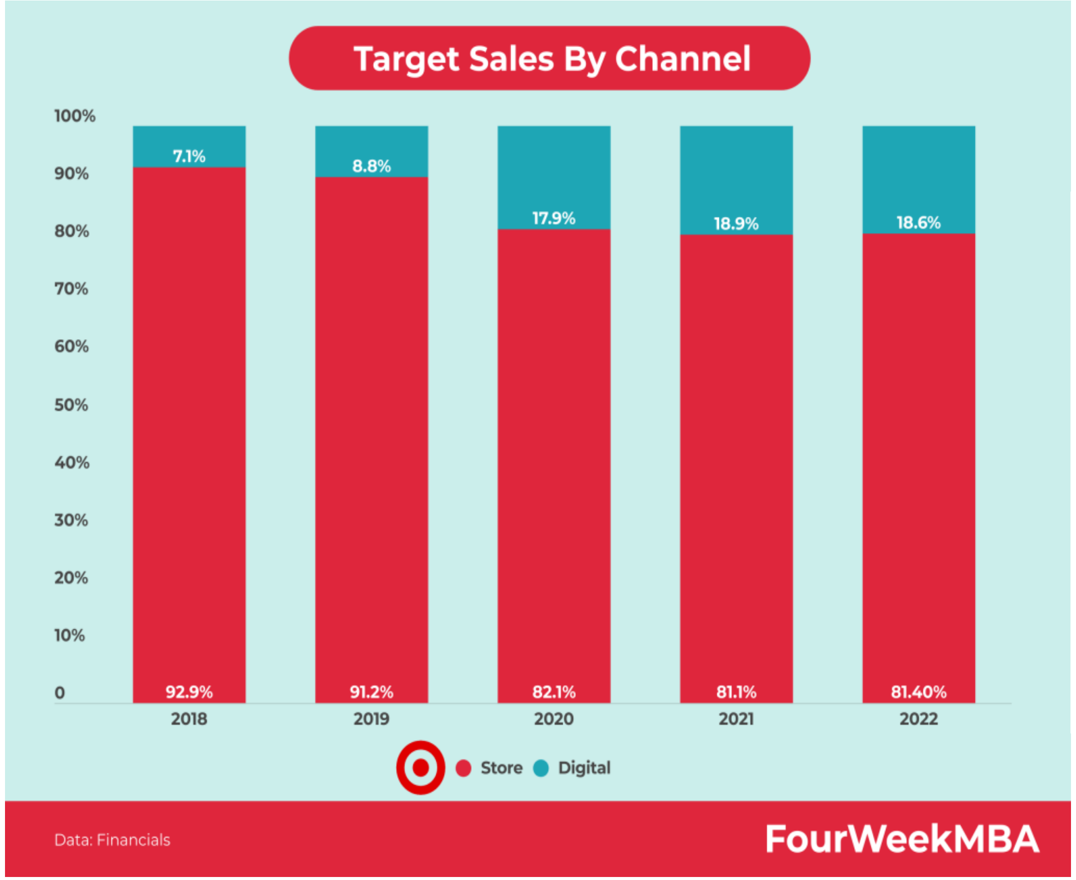
In Person Retail Stores

2,000 Stores Across the US
30 million weekly customers

Online Shopping

1/5 of total sales in Q4, 2024

TARGET'S REVENUE MODEL (CON.)



1. **Online Shopping is on the Rise**
2. Target will continue to take advantage and invest in their online shopping opportunities

COMPETITIVE PRICING AND PROMOTIONS

- **Quality > Pricing**
- Target offers regular discounts, price matching, and seasonal sales → attracts price-sensitive shoppers

Target.
get more. pay less.

TARGET CIRCLE AND ONLINE GROWTH

- As of June 24, 2024, Target partnered with **Shopify**
- Expand its marketplace for third-party merchants
- Main reason → catch up to larger competitors like Walmart & Amazon

- **Target Circle** →Online Loyalty Program
- Personalized deals = enhanced shopping experience = more revenue
- https://www.youtube.com/watch?v=W_b7U4NaTrY

4 P'S OF MARKETING

- ***<u>Target's Unique Brand Identity:</u>*** Strong marketing strategies and multichannel approach.
- ***<u>Key Takeaways:</u>*** Personalized campaigns, collaborations, and partnerships.
- ***<u>4 P's Framework:</u>*** Analyzing Product, Price, Place, and Promotion to sustain brand presence and competitive advantage.

TARGET'S PRODUCTS

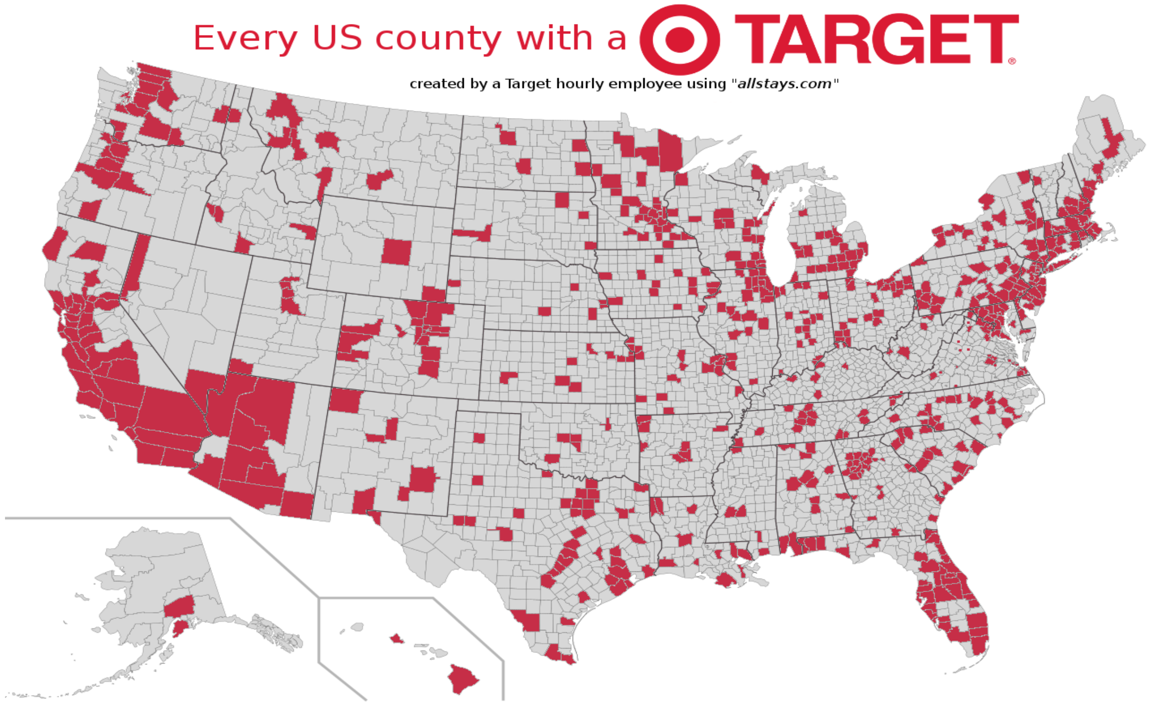
Diverse Product Offerings:

Target positions itself as a one-stop shop with a vast range of consumer goods—including apparel, home goods, groceries, electronics, and beauty—while leveraging private-label brands to differentiate and cater to its core demographic.

TARGET'S PRICES

Target's "Expect More. Pay Less." slogan reflects its focus on offering affordable, quality products to middle-class families, balancing value and style.

TARGET'S LOCATIONS



- Nearly 2,000 stores across the U.S., including superstores with groceries, strategically placed for convenience and accessibility.

- Bolstered by a strong e-commerce strategy, Target offers curbside pick-up and same-day deliveries for enhanced accessibility and streamlined customer experiences.

TARGET'S PROMOTIONS

Target uses a blend of traditional advertising, digital marketing, influencer partnerships, and exclusive collaborations to build brand awareness, foster loyalty, and drive repeat visits, supported by the Target Circle loyalty program.

HOW IS TARGET DOING?

IMPROVEMENTS

NRF 2025: Retail's Big Show Jan 12-14, 2025 › NRF Foundation NRF Job Board

NRF National Retail Federation NRF Membership Login Search Explore

Rank	Company	2023 worldwide retail sales (billions)	Expand all
1	Walmart	$635.02	+
2	Amazon.com	$359.93	+
3	Costco Wholesale	$234.20	+
4	The Kroger Co.	$149.61	+
5	The Home Depot	$150.73	+
6	CVS Health Corporation	$114.34	+
7	Target	$105.84	+
8	Walgreens Boots Alliance	$118.31	+
9	Lowe's Companies	$84.04	+
10	Albertsons Companies	$77.86	+

Outside of the US and Canada, Target has 0 physical store locations

WORK CITED

- https://corporate.target.com/press/release/2024/06/target-and-shopify-partner-to-help-consumers-discover-and-shop-an-expanded-assortment-on-target-com#:~:text=The%20new%20partnership%20with%20Shopify,prices%20and%20with%20exceptional%20quality
- https://help.target.com/help/subcategoryarticle?childcat=About+Target+Circle&parentcat=Target+Circle%E2%84%A2
- https://businessmodelanalyst.com/target-business-model/?srsltid=AfmBOooowTNS9Md84czlFH8b8H80Cp6Ug46ysMjz4qqCIU6KRUuTUqL5
- https://corporate.target.com/about/products-services/target-brands
- https://www.statista.com/topics/1914/target/#topicOverview
- https://nrf.com/research-insights/top-retailers/top-100-retailers/top-100-retailers-2024-list
- https://jobs.target.com/GlobalSourcing#:~:text=There%20are%2021%20global%20sourcing,brand%20hardline%20and%20softline%20products.
- https://corporate.walmart.com/about#:~:text=From%20our%20humble%20beginnings%20as,million%20in%20the%20U.S.%20alone.