





**Target Corporation:
Maintaining Relevance in the
21st Century Gaming Market**

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1. Company and Brand Profile

Target Corporation has its headquarters on Nicollet Mall in Minneapolis, near the site of the original Goodfellows store.

George Dayton founded the company as the Dayton Dry Goods Company in 1902 in Minneapolis. The first Target store was opened in 1962 in Roseville, Minnesota.

Today, Target is the largest discount retailer in the United States, behind Wal-Mart. The Company has 189 Zellers sites. It operated 37 distribution centers at January 28, 2012. At January 28, 2012, it had 1,763 stores in 49 states and the District of Columbia.

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- The Company operates Target general merchandise stores, which offers an assortment of general merchandise and a more limited food assortment than traditional supermarkets.
- With its “Expect More, Pay Less” brand promise,
- The image of Target is a retail store that offers “more for less.”
- The culture of Target is largely based on the relationship between the corporation and its customers.



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Target customers, referred to as “The Guest” are on average younger, well-educated and affluent.

Target has driven to expand on customer help and convenience, by not only being the favorite one-stop shop but also enabling customers to access Target via mobile phone apps as well as a newly revamped Target.com and social media sites.

2. Target Market and Brand Positioning

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Target and Geographic Market

- Young, affluent, college graduates
- Young, well-educated women with above average income and active lifestyle
- Median age of customer is 42
- Median household income is about \$60,000
- About 80% attended college
- 51% completed college
- Located in 49 states
- Also in Canada, India, and Latin America
- Regular and Super Stores
- Smaller stores for urban dwellers City Target



2. Target Market and Brand Positioning

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Brand Positioning

- Brand associated with high-end shopping
- Humorously referred to as "Tarzhay"
- "Bull's-eye" depicts a brand that aims straight for consumer
- "Expect More, Pay Less" emphasizes improving simple everyday products
- Renovation and remodeling to improve layout
- P-fresh initiative adds more fresh food grocery items
- Match competitors online prices (Amazon, Wal-Mart, Best Buy, and ToysRus)
- Weekly ads and product information can be accessed via mobile devices



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Brand Positioning

- Partnerships with well-known designers attract customers(Isaac Mizrahi, Michael Graves, Mossimo Giannulli, and Liz Lange)
- Lower priced, short-term lines are offered by high-profile designers Depending on success, longer-term designer shops are set up in select stores
- Produced a "shoppable" three-part movie with Hollywood actors
- 100 Target products were displayed during movie and made available for ordering after viewing
- First company to launch ads in prestigious New Yorker magazine (August 22nd edition)
- World renowned illustrators incorporated Target bull's-eye in every single ad

