

Thecasesolutions.com



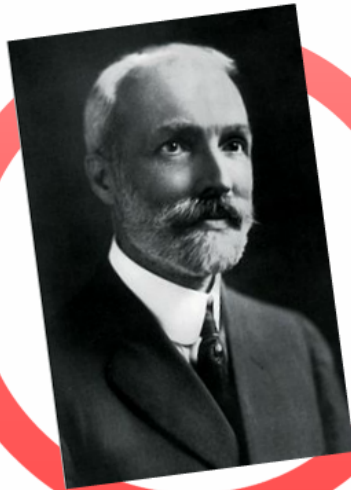
Target Corporation: Ackman versus the Board

Thecasesolutions.com



Target Corporation: Ackman versus the Board

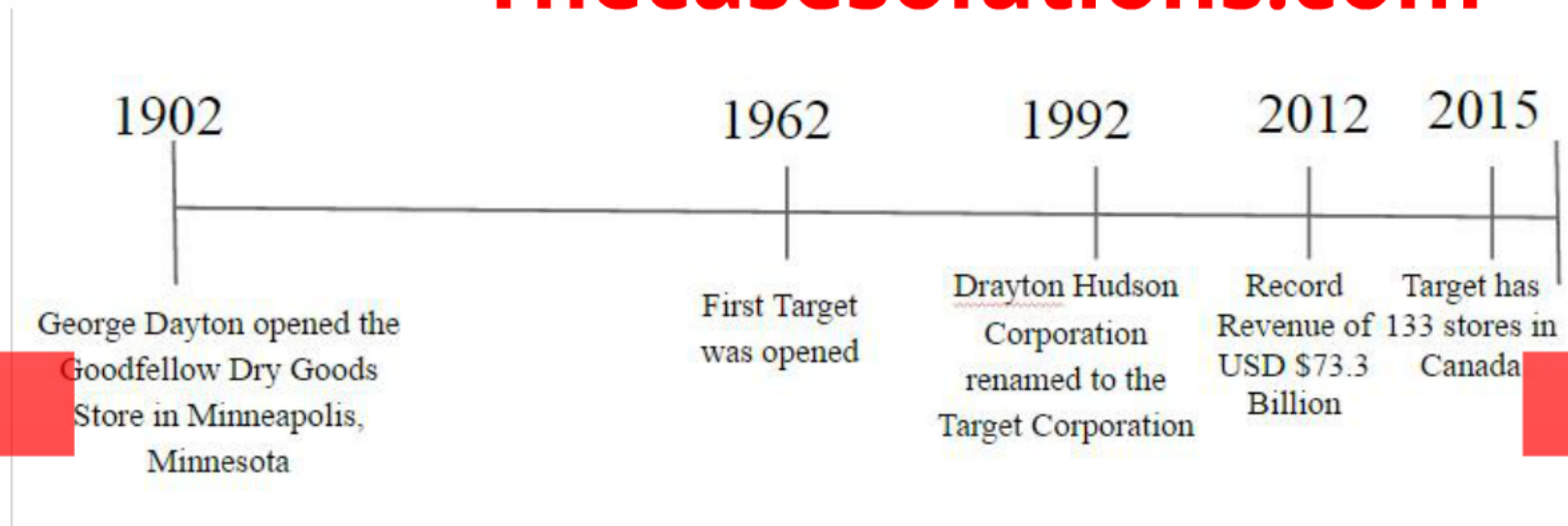
The Roots of Target



Founder
George Dayton



Thecasesolutions.com





Supply Chain

Thecasesolutions.com

Problem 1: Miscommunications within the Supply Chain resulted in empty shelves and lack of product for sale.





Suggested Alternatives

- Implementation of a **All Channel Network** for communication
=> Better communication throughout the supply chain
- Adopt an **Objective Management Viewpoint** throughout the supply chain managers and employees to better achieve their quotas efficiently
- Use a **Linear Programming System** to eliminate resource allocation issues





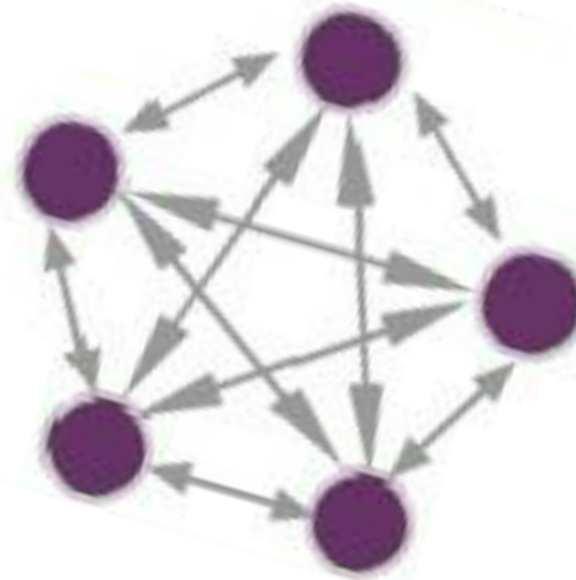
Selected Alternative

Alternative 1: Implement a **All Channel Network** of communication

- rid any miscommunication throughout the supply chain
- make sure everyone is informed and understands what is taking place

Thecasesolutions.com

All Channel
Network





Action Plan

Thecasesolutions.com

Beginning: Format a new chain system of communication networks that connects all managers to the employees and suppliers.

3 months: Discuss the new system with all employees and managers leaving room for ideas and alterations, then implement it.

6 months: Check in with the system to see if everything is following the plan and make sure the changes are beneficial to the company.

1 year: Review of the past year would take place to evaluate how the changes either benefited or presented any new issues that need to be taken into consideration.



Marketing

Thecasesolutions.com

Problem 2: Target did not understand and take into account the specificities of the Canadian Market.





Symptoms

- Sales dropped after initial opening
- Missing simple Canadian cultures
- Received more competition than anticipated



Causes

- Poor environmental scan of Canada
- Entered the market with 120+ stores
- Differences between Canada and the U.S. were not established to customers
- Lack of proper marketing approach revolving around Canadians

Thecasesolutions.com