

Thecasesolutions.com
[Problems & Symptoms]

[Why It Will Work]

Responding to Imitation: Intel vs. AMD in 1991

Thecasesolutions.com

Responding to the Recession

1. Service
[Tactics]
3. I.M.C.



[Tactics]
5. S.T.P.
6. Pricing

Thecasesolutions.com
[Problems & Symptoms]

[Why It Will Work]

Responding to Imitation: Intel vs. AMD in 1991

Thecasesolutions.com

Responding to the Recession

1. Service
[Tactics]
3. I.M.C.

[Tactics]
5. S.T.P.
6. Pricing

Thecasesolutions.com

Problems & Symptoms

onding to Imi

Economic Recession

Thecasesolutions.com

- Target's stock price down 50% while Wal-Mart's only down 16% from May 2008 to May 2009.
- Wal-Mart's sales continued to grow, while Target's began dropping.

Company Image

Thecasesolutions.com

- Consumers associated better quality with Target, not necessarily lower prices
- Slogan “Expect more, pay less”
- Prices only 1-2% higher than Wal-Mart

Challenges in the Food Business

Thecasesolutions.com

- Different systems for ordering, delivering, and replenishing shelves
- Processes were tailored to a general merchandise format

No Play in International Markets

Thecasesolutions.com

- Since Wal-Mart has stores internationally, they weren't as affected as Target was by the recession.

Thecasesolutions.com *[Suggested Course of Action]*

- Continue to improve tracking of consumer purchasing habits.
- Continue to integrate food products into Target's product line.
- Continue to push the "pay less" part of Target's "Expect More, Pay Less" message.
- Adjust marketing strategy to plan 6 to 9 months in advance from 12 to 18.
- Look into expanding into international markets.
- Maintain position as a high-end/premium discount retail chain.

Thecasesolutions.com

- Continue to improve tracking of consumer purchasing habits.
- Continue to integrate food products into Target's product line.
- Continue to push the "pay less" part of Target's "Expect More, Pay Less" message.
- Adjust marketing strategy to plan 6 to 9 months in advance from 12 to 18.

Thecasesolutions.com

- Look into expanding into international markets.
- Maintain position as a high-end/premium discount retail chain.
- Promote Target's in house brands.