

## **Target Corporation**

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Target's ranked on Fortune's World Most Admired Companies list.

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The first Target store opened in 1962 in Roseville, Minn., with a focus on convenient shopping at competitive discount prices. Thecasesolutions.com

Target Corporation is an upscale discount retailer that provides high-quality, on-trend merchandise at attractive prices in clean, spacious and guest-friendly stores.

## MISSION STATEMENT:

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We fulfill the needs and fuel the potential of our guests. That means making Target your preferred shopping destination in all channels by delivering outstanding value, continuous innovation and exceptional experiences —consistently fulfilling our Expect More. Pay Less.® brand promise.



### Typical Customers

Typical customers range from white and blue-collar workers, businesses that rely on the trending decor and typical families who enjoy trending reliable items and high-quality products. The average Target shopper is 41 years of age with an average annual income of \$63,000.

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Target is on Diversity Inc.'s
Top 50 Companies for Diversity

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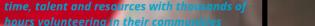






#### echnology has increase in success.

They having been successful with using the mobile apps, the company website, and social media along with the introduction of Cartwheel.



Target has given 5 percent of profits to their

communities, which add up to more than \$4

million each week. Target also donates their









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**Snelling Avenue** at Highway 36

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