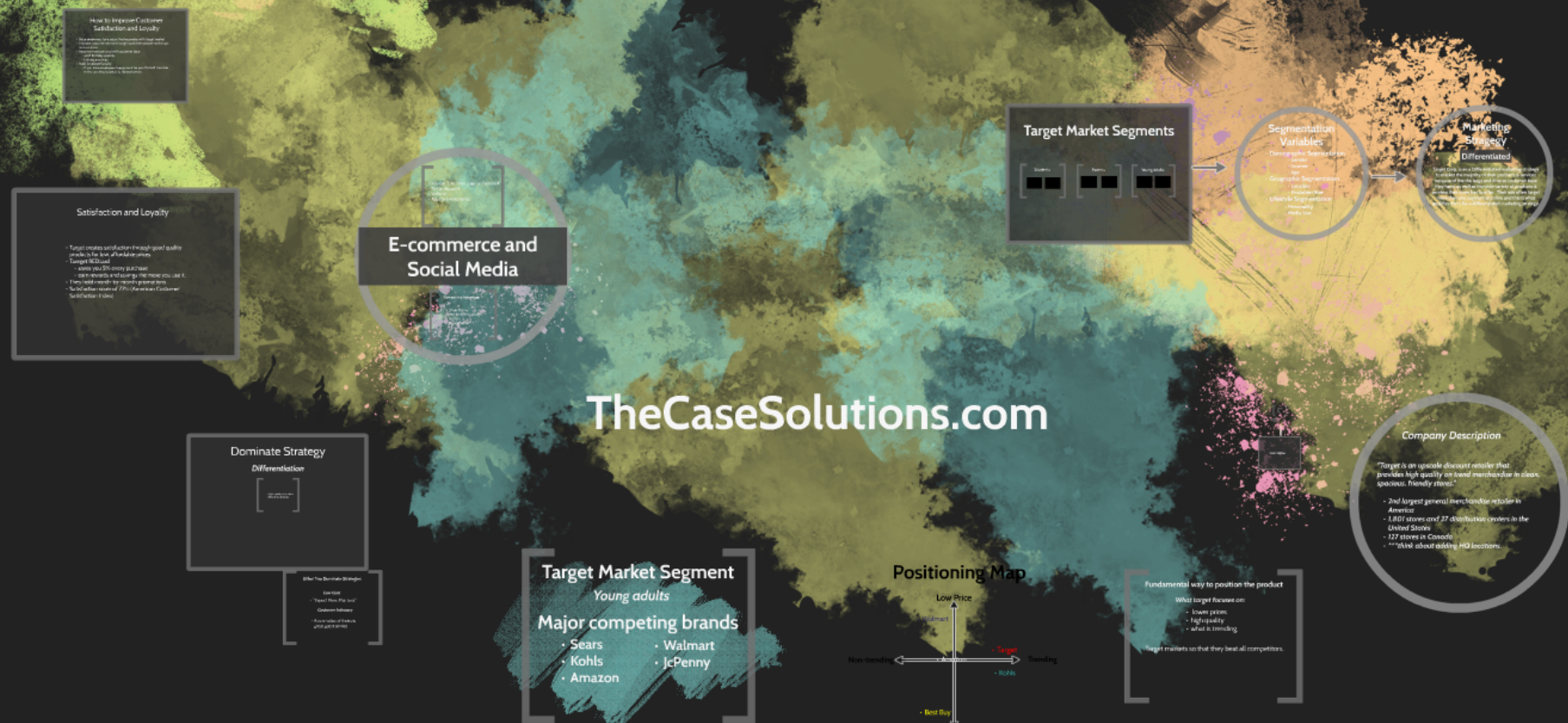
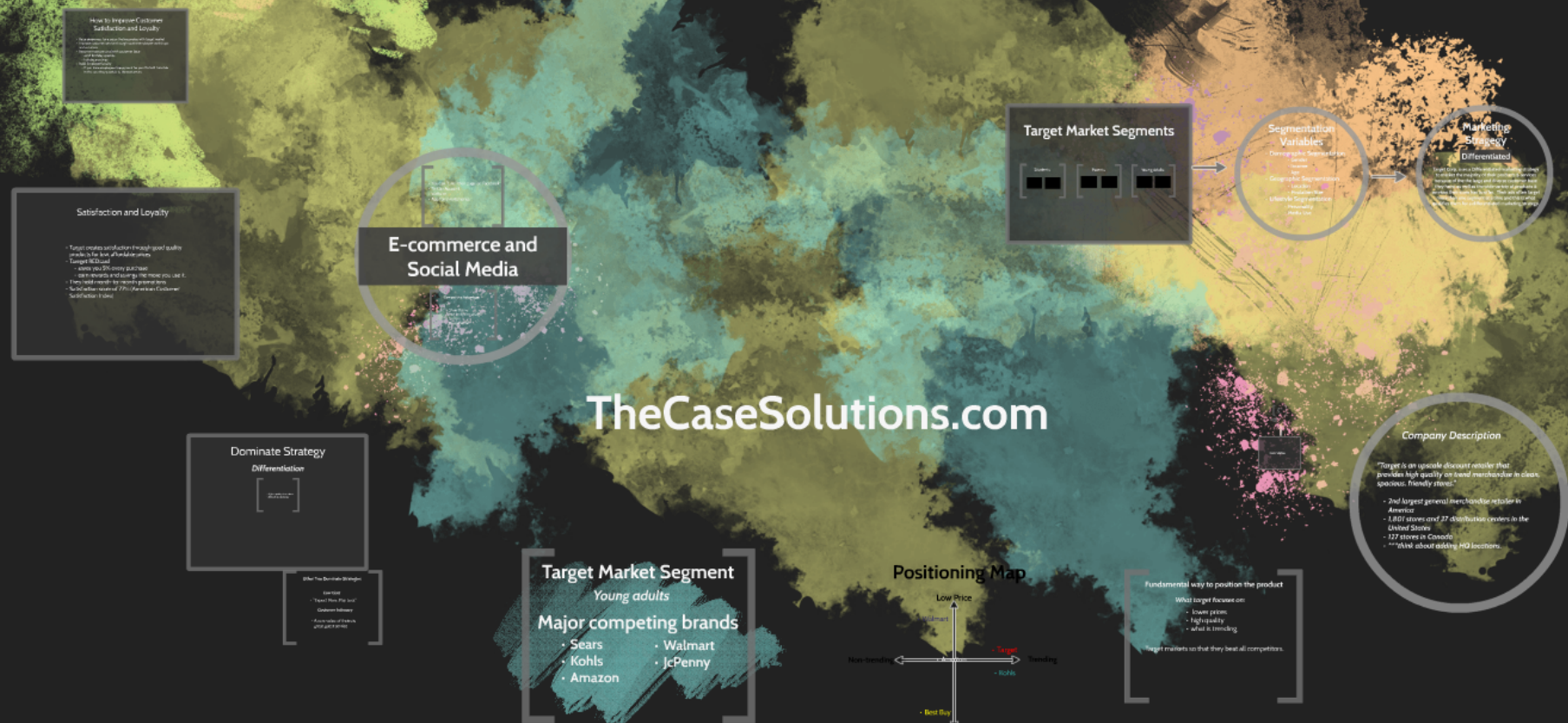


# THE TARGET CASE Harvard Case Solution & Analysis



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## *Company Description*

*"Target is an upscale discount retailer that provides high quality on trend merchandise in clean, spacious, friendly stores."*

- 2nd largest general merchandise retailer in America*
- 1,801 stores and 37 distribution centers in the United States*
- 127 stores in Canada*
- \*\*\*think about adding HQ locations.*

# *Core Values*

- 
- *Outstanding value*
  - *Continuous Innovation*
  - *Exceptional guest experience*
  - *Design for all*
  - *Diversity*
  - *Inclusion*
  - *Great guest service*
  - *More for your money*

# *Mission Statement*

*"Target's mission is to make their store your preferred shopping destination by service you with amazing value, innovation and guest experiences by consistently fulfilling their Expect More. Pay Less. brand promise."*

# *Strategic Direction*

*Target desires to be the public's preferred shopping center for general retail merchandise. Their direction is to keep pushing forward to reach the #1 retailer in the industry.*

# *Strategic Infrastructure*

## *SBU's*

- *Distribution planning/engineering*
- *Enterprise Strategy*
- *Organizational performance & Improvement (OPI)*

## *Core Competencies*

***\*\*\*COME BACK AND  
FILL IN LATER***