



Target Corporation TheCaseSolution.com

Advertising and Marketing
 A focus, consistency, and an ongoing creative marketing repositioning.
 A diverse media mix.

Administrative Support
 A support to supervisors, managers, and teams of the store and corporate level.

Target started as Fortson's World Food Market of Concord, N.C.

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

Typical Customers

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

MISSION STATEMENT
 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.

Target has given 5 percent of profits to three communities, which add up to nearly \$400 million each year. Target also donates child items, toys and resources with thousands of hours of volunteerism in their communities every year.

Sustainability

Target met the expectation with a Forward structure using a vertical alternative value vertical bank to separate job responsibilities. Target has specialized job and responsibilities, precisely defined, and targeted roles, and a tight chain of command. Target has associate officers, Board of Directors and a vertical management where our bricks draw on the parking lot attendant.

Cathy Smith, Executive VP & CFO
 brought in to accelerate Target's long-term growth strategy.

Leadership Effectiveness
 Leadership capabilities in strategic planning, financial acumen, and operational excellence. Cathy Smith's leadership has been instrumental in Target's success as a global retailer.

John Donnell is Board Chairman and CEO of Target Corporation, and also served as Chairman of Target's Board of Directors and as President of Target's U.S. Retail Operations. Donnell joined Target in 2004 after more than 30 years in leadership positions at leading retail and global consumer product companies, including Home Depot and more than five decades being involved in such American, Asian, European and Latin American.

John Mulligan, COO
 21 years with Target.

Target Brand Effectiveness

- Leading brand in sales
- Key driver of sales
- Highly identified by trademark and logo
- Focus of quality of products
- Consistent drive value than other similar companies

Community Driven

Identified by purpose and values

- Corporate Responsibility
- Target of being
- Over 80% of Target's employees are women
- Committed to new markets, community and the world as a whole
- Advocacy
- Sustainability
- Market in marketing
- Responsible sourcing
- Highly engaged employees
- Team members
- Stakeholders

Education - Sponsored grants
 Through past and future programs and partnerships, we support kids where they live, learn and play.

Target Foundation
 Target Foundation is a 501(c)(3) nonprofit organization that supports education, arts, and community development programs in the United States.

it lives from the way you live

Target Corporation

TheCaseSolution.com

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



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

Target has 1,799 stores in the United States with 38 distribution centers. It currently employs 347,000 team member worldwide.



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.



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

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Target has given 5 percent of profits to their communities, which add up to more than \$4 million each week. Target also donates their time, talent and resources with thousands of hours volunteering in their communities.

Technology 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.



The background of the slide features the Target Bullseye logo, which consists of a red bullseye with a white center, set against a white background. The logo is partially obscured by a semi-transparent white text box. The text box is framed by a thick black border on the left and right sides, and a thin blue grid pattern is visible in the background.

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GRAND OPENING
Target Discount Store and Supermarket




TODAY, MAY 3

Congratulations and Best Wishes
ROSE BUILDING CORPORATION
 DONALD HILL, PRESIDENT
 Developments and Investments
STEENBERG CONSTRUCTION COMPANY
 General Contractors

73 EXCITING DEPARTMENTS
 • Appliances
 • Books
 • Clothing
 • Cosmetics
 • Groceries
 • Home Goods
 • Housewares
 • Jewelry
 • Linens
 • Men's Wear
 • Music
 • Pet Supplies
 • Records
 • Shoes
 • Toys
 • Women's Wear
 • Wine & Spirits
 • Yard Goods
 • Zippers
 • 200+ more departments

Target
 DISCOUNT STORE AND SUPERMARKET

Snelling Avenue at Highway 36

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