**Financial Report: Target Company**

*Business Intelligence Report*

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# Target Corporation Financial Report

## Executive Summary

Target Corporation (TGT) operates in a dynamic and competitive retail landscape, facing challenges from giants like Walmart and Amazon, as well as niche players like Costco. Recent news highlights both positive expansion plans and negative events like the shooting in Austin, demonstrating the complex factors influencing Target's performance. The company's stock has experienced volatility, trading between $86 and $161.50 in the past year, reflecting market uncertainty and company-specific events. To succeed, Target must leverage its strengths in curated shopping experiences and adapt to evolving market trends such as sustainability, omnichannel retailing, and the growing influence of Gen Z. The company's announced plans to open 300 new stores over the next decade signal a commitment to growth, but Target must also address safety concerns and manage its brand image effectively.

## Company Overview

Target Corporation is an American retail chain operating large discount stores. It is the eighth-largest retailer in the United States and a component of the S&P 500 index. Target is headquartered in Minneapolis, Minnesota.

### History

\* **Founding:** Target was founded in 1902 as Goodfellow Dry Goods in Minneapolis, Minnesota.

\* **Early Years:** In 1903, the company was renamed Dayton's Dry Goods Company, and later The Dayton Company in 1911.

\* **Target's Inception:** The first Target store opened in Roseville, Minnesota, in 1962 as the Dayton Company's discount division. John Geisse and Douglas Dayton are credited as the founders of Target.

\* **Rebranding:** The Dayton Company became the Dayton Corporation in 1967.

\* **Further Expansion:** The company merged with J.L. Hudson Company in 1969 and became the Dayton-Hudson Corporation.

\* **Focus on Target:** During the 1990s, Dayton-Hudson Corporation increasingly focused on its Target stores.

\* **Name Change:** In 2000, the company was renamed Target Corporation.

\* **E-commerce Launch:** Target launched its e-commerce site in 2000.

\* **Continued Growth:** Target continues to operate as a major retailer in the United States, with a significant online presence.

### Industry

\* **Primary Industry:** Retail

\* **Sector:** Consumer Discretionary

\* **Industry Classification:** Discount Stores

### Core Offerings

Target offers a wide variety of merchandise, including:

\* Apparel (women's, men's, young adults, kids, toddlers, and infants)

\* Accessories

\* Home goods

\* Electronics

\* Toys

\* Food and beverage

\* Health and beauty products

\* Household essentials

Target also offers various services, such as:

\* In-store pickup

\* Drive Up

\* Same-day delivery

### Employee Count

\* Approximately 415,000 employees (as of February 2023).

### Key Executives

While executive roles can change, some key leadership positions typically include:

\* **Chief Executive Officer (CEO):** Brian Cornell

\* **Chief Financial Officer (CFO):** Michael Fiddelke

\* **Chief Operating Officer (COO):** John Mulligan

**Note:** Executive roles and personnel may change. Refer to Target's official corporate website for the most up-to-date information.

## Competitive Landscape

Target faces intense competition from various players:

\* **Walmart:** Competes on price and scale, attracting price-sensitive customers. Target differentiates itself by offering a more curated and stylish shopping experience.

\* **Amazon:** Dominates the e-commerce space with its vast selection and efficient logistics. Target must continue to invest in its online capabilities to compete effectively.

\* **Costco:** Operates on a membership model, offering bulk discounts. Target appeals to a broader customer base with a wider range of products and no membership fees.

## Market Trends

The retail market is undergoing significant transformation, driven by:

\* **AI:** AI is being used to personalize shopping experiences and improve inventory management. Target can leverage AI to enhance customer service and optimize its operations.

\* **Sustainability:** Consumers are increasingly demanding sustainable products. Target should invest in sustainable practices to attract environmentally conscious consumers.

\* **Omnichannel Retailing:** Seamless integration of online and offline channels is crucial. Target needs to provide a consistent brand experience across all channels.

\* **Gen Z Influence:** Gen Z's spending habits are shaping the retail landscape. Target must tailor its products and marketing to appeal to this demographic.

## Recent News & Events

\* **Shooting at Target in Austin:** This negative event could impact Target's reputation and customer perception of safety. Increased security measures and community outreach may be necessary.

\* **New Store Openings:** Target's plan to open 300 new stores indicates growth and investment in its physical presence. This expansion could increase revenue and market share.

\* **Latest Press Releases:** Target's press releases provide insights into company performance and strategies. Monitoring these releases is important for investors and stakeholders.

## Financial Health

Based on the Google Search results:

\* **Ticker Symbol:** TGT

\* Target's stock is actively traded.

\* Recent stock information includes the stock price, change, day's range, 52-week range, and volume.

\* As of the search results, recent prices were around $86-$88.

\* The 52-week range indicates the stock has traded between approximately $86 and $161.50.

\* The number of outstanding shares is approximately 454 million.

**Disclaimer:** This analysis is based on limited information from Google Search results due to the unavailability of financial data APIs. A complete financial analysis would require access to real-time data, SEC filings, and financial analysis tools.

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