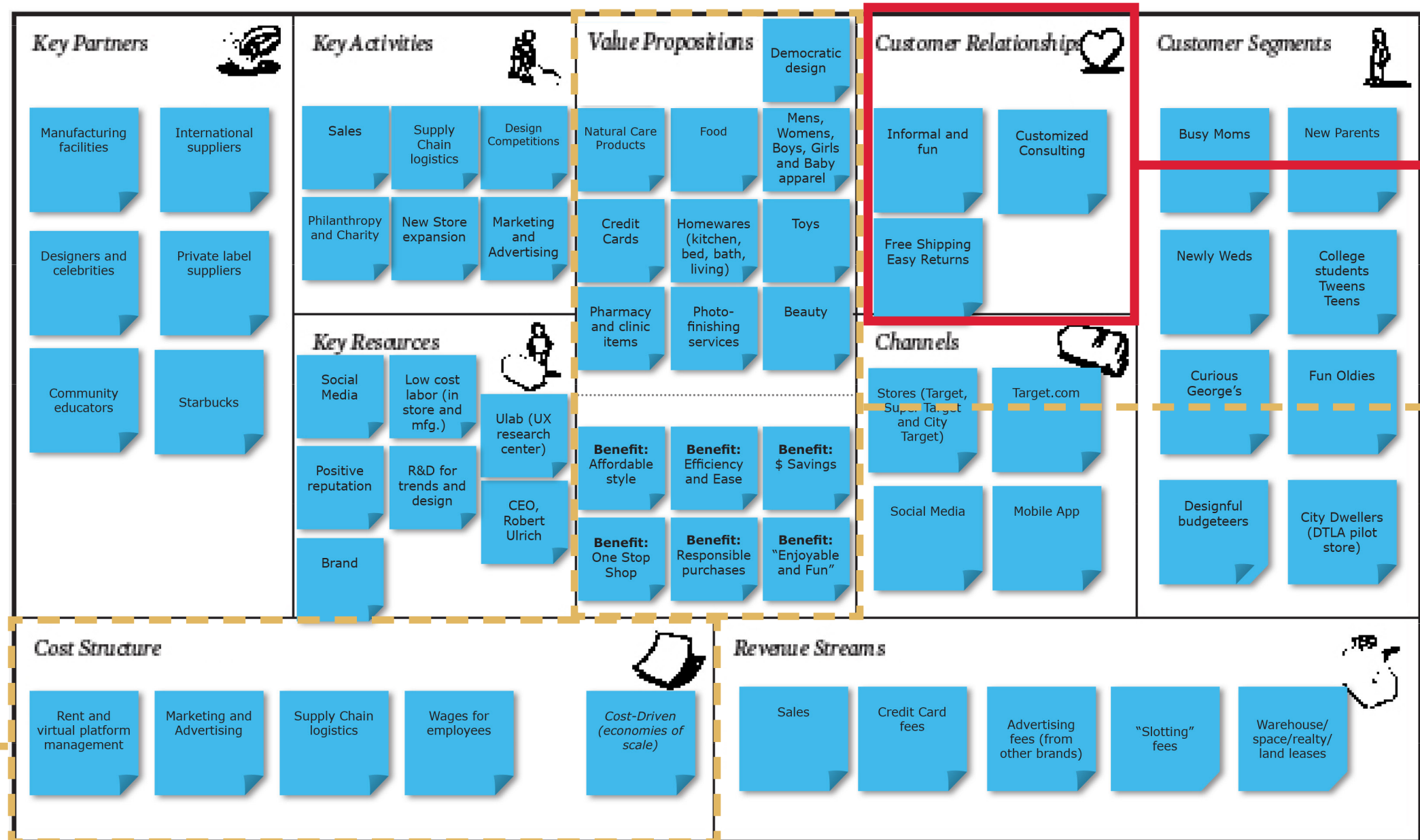


Target Expect More: Pay Less



Proposed focus: customer intimacy

Current focus: product leadership

Current focus: operational excellency

CURRENT BUSINESS MODEL focuses on Product Leadership and Operational Excellency.

PROPOSED MODEL focuses on Customer Relationships, Leveraging the Key Partners, and Enhancing Delivery Channels through creating a unique in-store experience and developing an App that is a curator, coach, and a connector.

RESEARCH: BUSINESS MODEL