

# **Target Marketing Plan**



**By: Teagan Alicea-Bailey, Ashlyn Hanks, Bella King,  
Griffin Kirsch, and Andrew Zielinski**

# Executive Summary

- ① **Target's mission is to fulfill the needs and fuel the potential of guests.**
- ① **To diversify themselves they need to implement**
  - **new departments and targeting a younger demographic**

# Current Market Situation

- ① **Target is the 8th largest retailer in the world**
- ① **Target's main competitors are Walmart and Amazon**
- ① **Target has to adapt to the growth of online shopping**

# Market Description

- ◎ **Brick and Mortar companies are threatened by Amazon**
  - **E-commerce has increased drastically**
    - **COVID-19 will impact how the market looks for the future**
- ◎ **The market is trending towards products that are sustainable**
  - **Millennials are buying products that are eco friendly**

# Product Review

- ⊙ **Target needs to provide a more widely ranged assortment or products.**
- ⊙ **Target also needs to implement a faster and more efficient shipping process to people with same day pickup.**
- ⊙ **Target can provide a more comfortable and inviting aesthetic in their stores to better connect with customers, and also attract new ones maybe from Walmart.**
- ⊙ **Target should maintain their relationship with Starbucks and also create more with popular food chains.**

# Competitive Review

- ① **Target's competitors include**
  - **Walmart**
  - **Costco**
  - **Amazon**
- **People shop at Targets competitors for lower prices, bigger bulk of products, and free shipping**

# Channels & Logistics Review

## 🎯 To Target

- **Employ transportation to deliver products to individual stores or warehouses**
  - **Items delivered to warehouse are then placed on Target own transportation to be delivered to Target stores**

## 🎯 To the customer

- **USPS**
- **UPS**
- **FEDEX**
- **Shipt**
  - **Target own company that specializes in same day orders**

# SWOT Analysis

Target's Strengths, Weaknesses, Opportunities, and Threats	
<p><b><u>Strengths</u></b> Brand Recognition Same-Day Pickup</p> <p>SWOT Analysis</p>	<p><b><u>Weaknesses</u></b> Prices Store Locations E-Commerce Presence</p>
<p><b><u>Opportunities</u></b> Department Expansion College Student Discounts Faster Shipping</p>	<p><b><u>Threats</u></b> Competitors Technology</p>



# Objectives and Issues

- ① **Target's competitors are Walmart, Costco, and Amazon.**
- ② **A person might choose Walmart over Target to save money as they offer very similar products.**
- ③ **A person might choose Costco over Target as they can buy in bulk to save money and lower the frequency of their shopping.**
- ④ **A person might choose Amazon over target due to the convenience of not leaving your house, but still receiving the product quickly.**

# Marketing Strategy

- ① **Target college students due to size of demographic and potential for long-term, loyal customers**
- ① **Customer-Driven Marketing Strategy**
  - **Student discounts**
  - **College monthly subscription box**
  - **Faster, same-day shipping**
  - **Department Expansion - include full grocery in all stores**
- ① **Positioning**
  - **Inexpensive, one-stop-shop for college students**
- ① **Pricing Strategies**
  - **Student discount**
  - **Monthly fee for subscription**

# Marketing Strategy

## ① Distribution Strategies

- Same-day shipping
- Improvement of website and app to make more user friendly
- Use of social media - Instagram shopping tab
- Monthly subscription box shipped straight to student

## ② Marketing Communication

- Social media marketing
- Kiosks

## ③ Marketing Research Strategies

- Trial period for subscription box - required feedback before next box
- Analysis and tracking of use of student discount

# Action Programs

- ① **Target can expand products and brands by doing “Pop Up Shops”**
  - **For a few weeks Target will sell exclusive brands that rotate from brand to brand**
  - **This expands products without the need of having to expand store square footage because only one or two aisles will be used**
- ① **Target will give discounts to college students in college towns**
  - **These discounts will start by the first semester in 2022**

# Budget

- ⊙ **Full-year revenue of \$78.1 billion grew 3.7% compared to the previous year.**
- ⊙ **Due to department expansion, student discounts, and faster shipping, Target projects sales to continue to reach 80 billion.**
- ⊙ **Predicted sales will increase the most in the third and fourth quarter as it is back to school season and the holidays.**

# Controls

## ① Data analytics of social media advertisements

- Analyze the change on website traffic and product sales.

## ① Post purchase survey

- Analyze how the consumers feel about new discounts, new products, and how they learned about new products.