To: [Corey Murphy]

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Subject: Target's Average Day In April Was Bigger Than Cyber Monday (PLACE)

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This NPR article details the new change in where consumers are buying their products from target. Along with a potential spike in long term online buying habits for a company that was never seen as an online retailer.

Since Target has remained open during the COVID-19 pandemic, they have had a surge in demand online. A normal April day comparable to a Cyber Monday sale according to Alina Selyukh the writer of this article. Saying that about 5 million people shopped on Target's website for the first time in the past three months and Target's online sales jumped 141% from a year earlier.

Selyukh says that Target relied on its physical stores to fill 80% of online sales, and the CEO stated them as "vitally important" even in the face of massive online-shopping growth. The company said demand for its same-day services, like pickup of online purchases at stores have nearly tripled in the first quarter, which ended May 2.

OPINION: This spick in online shopping is no shock considering the events that are taking place but what is interesting is that a company that seemed to have limited online sales has grown over night. This might be thanks to the limited availability that amazon briefly had during the COVID-19 crisis. The longer shipping times and halted business seems to be turning customers away from the online shopping king and onto typical instore retailers.

SOURCE:

Selyukh, A. (2020, May 20). Target's Average Day In April Was Bigger Than Cyber Monday. Retrieved from https://www.npr.org/sections/coronavirus-live-updates/2020/05/20/859303190/targets-average-day-in-april-was-bigger-than-cyber-monday