2022 Target WITS

Case Study Pitch

Group 4

Mentor: Sonya Kapoor

Evelyn Ahn, Sarah Choi, Ashley Nguyen,
Kayley Seow, and Kiara Vong

SWOT Analysis: Strengths

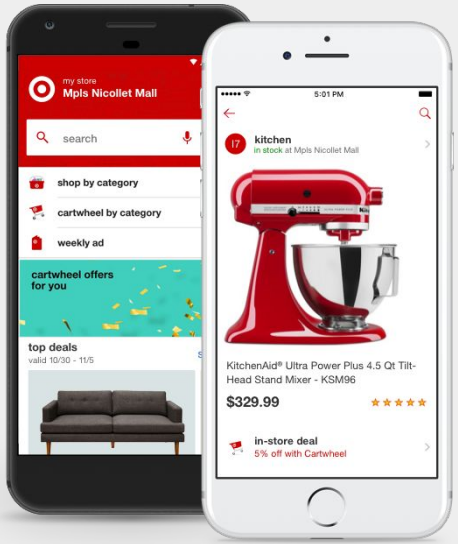
Marketing a Fun Culture

Purchase Records

Target Owned Brands

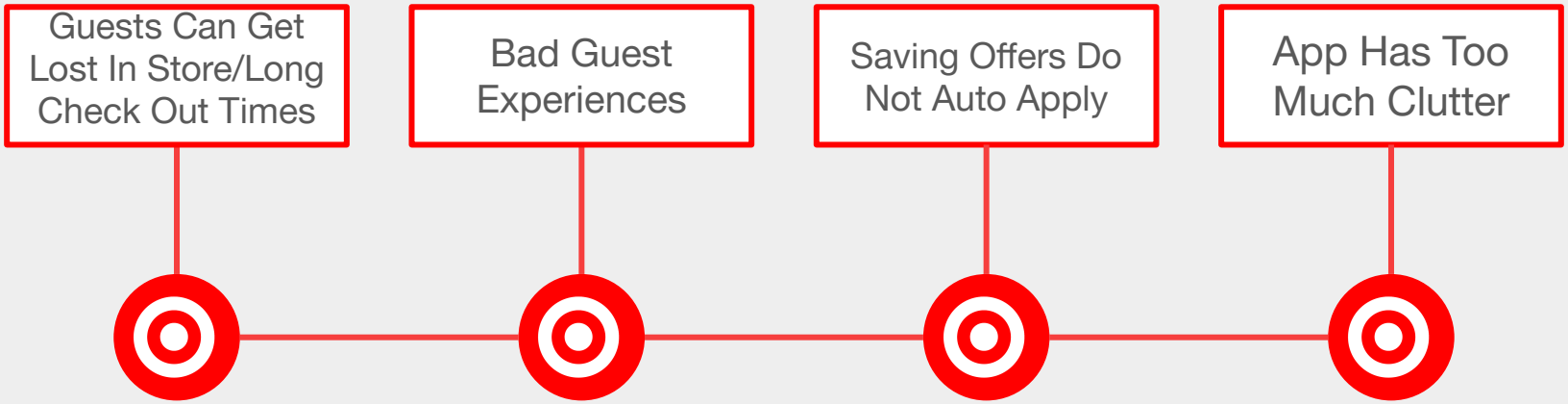
In-App Shopping List Feature

Circle Savings & Just For You Coupons



TARGET®

SWOT Analysis: Weaknesses



TARGET

SWOT Analysis: Opportunities

Declutter app layout

Incentivize in-store visits

Visualize and locate everything on the list

Drive-up efficiency & ship to store

TARGET

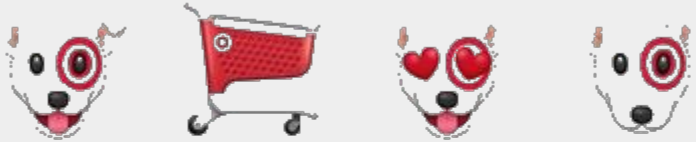
SWOT Analysis: Threats

Competitive Market
(Other retail apps: Amazon Go, Walmart, Lowes)

- Scan and go feature

Unforeseen **Economic Crisis** (pandemic, inflation, etc.)

Our Case



"Develop a strategy to *drive guest loyalty* to Target using the *savings power of the in-store shopping* benefits of the Target app"

TARGET

Our Solution

Improving customer in store shopping experience through *pre-planned routes*

Incentivizing in store shopping visits and app-based coupon use

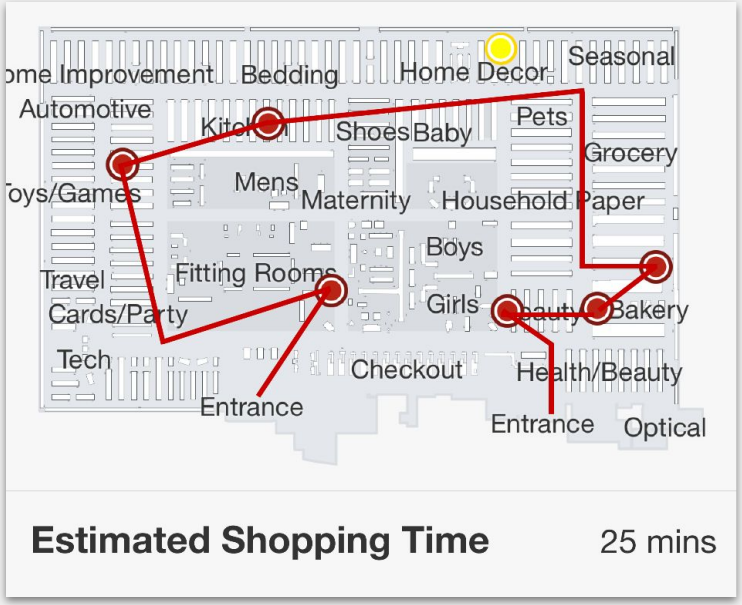
Pre-Planned Routes:

Maximizing the guest experience one step at a time

Improving In-store Experience:
Pre-planned Routes

- Pre planned route to **use with the List feature** in the Target App.
  - Builds on top of an existing app functionality.
- Provide **efficient route recommendation**.

- Product on the List will be displayed on the map, with a red dot 🔴.
- Daily Deal featured on the map, with a yellow dot 🟡.
  - Alerts customers to daily deals in the store, showing them the location of it.
  - Clicking on the dot, the customer can see a description of the item.

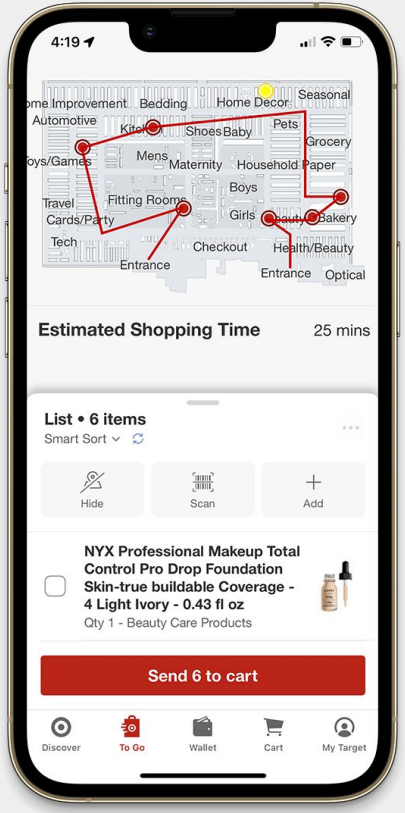


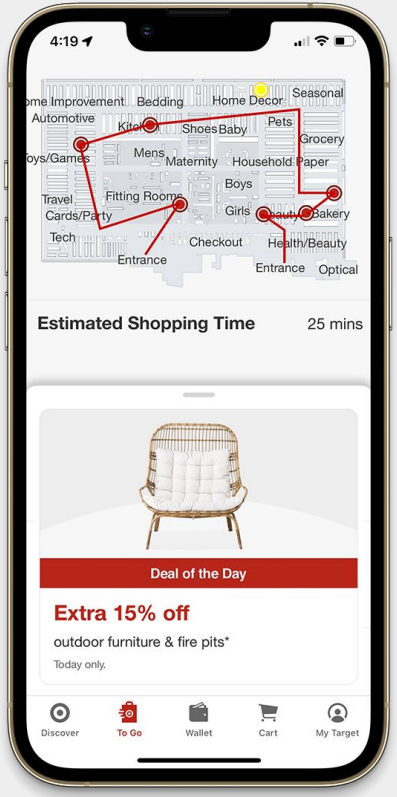
TARGET

Pre-Planned Routes: *RFID Technology*

- RFID: **R**adio-**F**requency **Id**entification
  - Each item has **unique embedded RFID tag**, which can be read by scanners throughout the store.
  - Allows for **accurate, constantly updated inventory**.
- Existing infrastructure: Over 1,600 Target stores have been **using RFID since 2017**.

- Expanding Further: Accessibility
  - For the visually impaired, interactive maps to guide guests through store.
  - **RFID embedded shopping carts**, to track guest movement, and safely locate them.





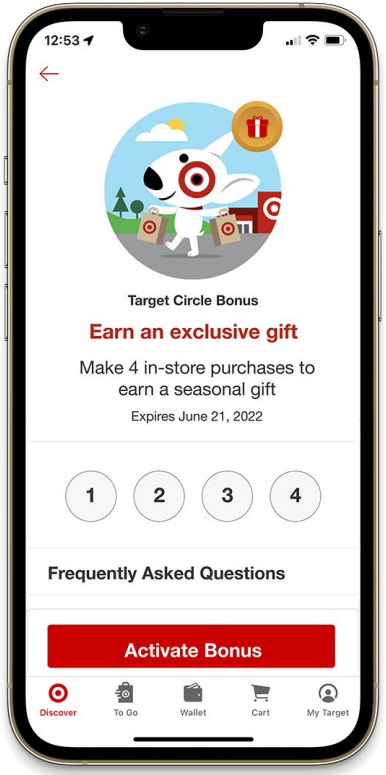
TARGET

Visit Tracker & Rewards:

Incentivizing the in-store experience with unique rewards

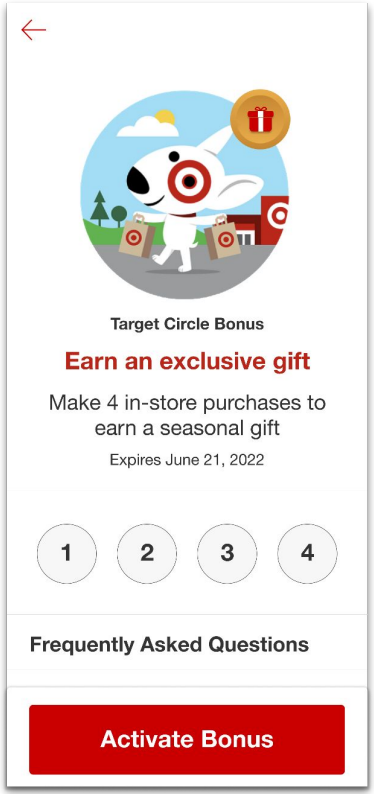
Incentivizing Visits & Coupons:
Visit Tracker & Reward

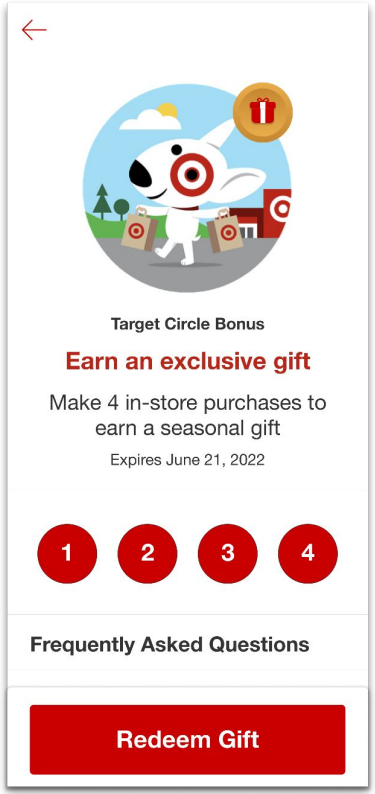
1. Target App notification when you enter the store
    - Reminder to use target circle coupons
2. Utilize Visit Tracker in the App & Reward In store shopping
    - Every visit with a purchase = one valid visit
    - If the number of visits exceed the set threshold, guest is rewarded with a gift at Guest Services
    - Gifts could be unique and tailored to each month's theme (e.g.. February = Valentines, June = Pride, December = Winter Holidays..)
    - Only valid at participating locations/stores

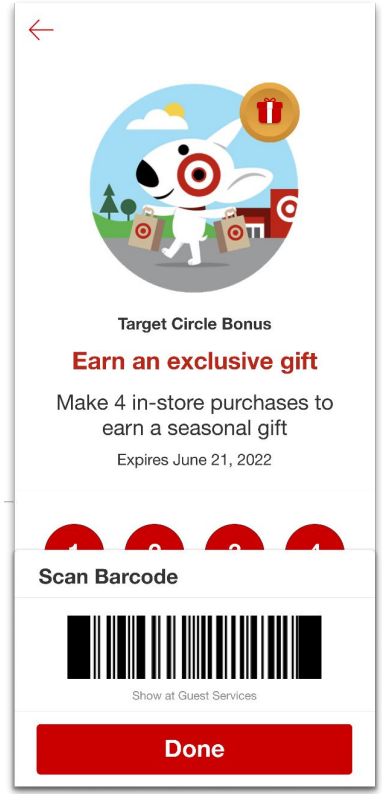


**App implementation*

TARGET


Target Circle Bonus
Earn an exclusive gift
Make 4 in-store purchases to earn a seasonal gift
Expires June 21, 2022
1
2
3
4
Frequently Asked Questions
Activate Bonus


Target Circle Bonus
Earn an exclusive gift
Make 4 in-store purchases to earn a seasonal gift
Expires June 21, 2022
1
2
3
4
Frequently Asked Questions
Redeem Gift


Target Circle Bonus
Earn an exclusive gift
Make 4 in-store purchases to earn a seasonal gift
Expires June 21, 2022
Scan Barcode
Show at Guest Services
Done

TARGET

TARGET Purpose and Values

Ensuring that our solution meets Target's mission

work somewhere you

Why Our Solution?

❤️

1. Improve the experience & Incentivize through Rewards, Increases Guest Loyalty

2. Cost effective, easily implementable solution to the Target app

3. Aligns with Target's purpose, culture, and core values

TARGET

THANK YOU!

Questions?

#TargetWITS