* Noah E Hall
* Megan World
* Juan Bettiz
* Warlmart
  + Worlds largest retailer
  + In 2008, Walmart grew 3.3% (Target fell 2.6%)
* Target
  + From 2003-07 target grew at 4.6 % (Walmart = 2.9%)
* Questions
  + What drove the difference in 2008?
    - Product mix seems a big factor?
      * Target devotes <20% of its space to cosnumables e.g. health and beauty prodcuts and food
      * Walmart devotes 45% of shelf space for consumables, with groceries eing a major component
      * However, grociers profit is 1.4%
* Real questions
  + What should target do to get back on the growth track
    - Offer more variety of products like every day items
    - Entice repeat customers
    - Focus on what’s selling
    - Bring in products that it can offer at a low price to get customers in the door.
    - Target should focus on the customer that left, and how to get them back
  + Is targets problem strategy or execution
    - It is strategy because Target has a better customer experience than Walmart, so it can’t be the execution.
    - They need to focus on cost-leadership in the grocery segment to compete with Walmart. This will bring more customers in on a more frequent basis which increases purchases of other items in the store.
  + What action plan would you recommend
    - Increase the variety of products (such as groceries) that will get customers coming into the store frequently.
    - Keep customer experience high on their priorities since customer’s value the Target experience and will help put them ahead of Walmart in customer’s eyes.