**Target**

Target Corporation, with its distinctive red bullseye logo, stands as a cornerstone of American retail, offering a wide array of products ranging from clothing and electronics to groceries.

**History**: Target was founded in 1902 in Minneapolis, Minnesota, by George Dayton. Mr. Dayton bought a company called Goodfellow Dry Goods. The company was renamed the Dayton's Dry Goods Company in 1903 and later the Dayton Company in 1910. The first Target store opened in Roseville, Minnesota, in 1962 while the parent company was renamed the Dayton Corporation in 1967. It became the Dayton-Hudson Corporation' after merging with the J. L. Hudson Company in 1969 and held ownership of several department-store chains including Dayton's, Hudson's, Marshall Field's, and Mervyn's. In 2000, the Dayton-Hudson Corporation was renamed to Target Corporation.

**Headquarters**: The headquarters of Target is in Minneapolis, Minnesota, USA.

**Status:** Target is the sixth largest retailer in the USA and has over 1956 stores as of 2024. Target generated $107 million revenue in 2023.

**Target Consumers**: Serves a wide consumer base with varied product lines, focusing on meeting evolving preferences through physical and digital platforms.

**Mission:** Target’s mission is to “help all families discover the joy of everyday life.” Every year, Target gives out 5% of the profits back in cash, products, and through the Target Foundation.

Fortune recognized Target as No. 2 on its 2023 list of Best Large Workspaces in retail.

Links:

<https://nrf.com/research-insights/top-retailers/top-100-retailers/top-100-retailers-2023-list>

<https://en.wikipedia.org/wiki/Target_Corporation>

<https://corporate.target.com/investors/corporate-overview>

<https://corporate.target.com/about/purpose-history>