

To: Dr. Salisbury

From: Carlos Contreras

Date: 5/5/16

Subject: Analysis on who is/are the target group(s) for the *Target Corporation*

Per your request, I am giving you an analysis on who is/are the target group(s) for the *Target Corporation*.

According to *Target Corporation's corporate fact sheet*, their target group consists of people around the age of 40, who have a household income of approximately \$64K, with approximately 43% of them having children at home, and about 57% of them have completed college.

A publication done by *WWD: Women's Wear Daily* helped backup *Target Corporation's* claim. They announced that Target was joining forces with many new companies including Laneige, Carol's Daughter, and Fudge Urban. *Target* did this so they can sell more premium beauty products at lower prices to their customers (preferably the older, middle class moms). Those same customers that don't want to spend ridiculous amounts of money for premium beauty products at different stores.

Target doesn't discriminate against their older male customers (preferably the older dads) either. Another publication done by *WWD: Women's Wear Daily* announced that *Target* started a new program for men's clothing that are "made in America and represent style, authenticity, quality and craftsmanship." This aims to their middle aged (preferably the older, middle class dads) customers who don't can't afford to pay an arm and a leg for good quality, name brand clothing. Hence why *Target* teamed up with brands such as Billykirk, Owen & Fred, Taylor Stitch, and Duluth Pack.

To conclude on why that is *Target Corporation's* target group, their *2013 Annual Report* had a slogan that stated "Expect more. Pay Less." Then it went on to explain all the new partnerships and collaborations including 3.1 Phillip Lim, and Kate Young. This restates their desire to help middle class families feel good and look good while not charging them over the top prices.

Works Cited

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