

**To:** Dr. Salisbury

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**Date:** 10 May 2022

**Subject:** Analysis of RiteAid Customer Data

Below is an analysis of RiteAid customer data used to determine the best target market group for the company.

*Overview:* RiteAid is a publicly traded drug store chain. The company operates over two thousand stores across 19 states. RiteAid is ranked 132 on the Fortune 500 list (*Rite Aid*, 2021). Fiscal 2022 third quarter results showed numerous declines in profitability and a plan to reduce costs by closing stores (*Rite Aid Corporation Reports Fiscal 2022 Third Quarter Results*, n.d.).

*RiteAid target group:(Numerator, 20--)*

55-64 years old (over 65 years old)	109 (107)
African American	126
Under 20K yearly income	122
No college	115
No kids	110
Express lane - 3-10 items	129
Shop on Friday (Saturday)	16% (15%)
Also shop at drug	3.4x

The RiteAid target group consists of express lane shoppers, who are African American and earn under \$20k. They have no college degree or kids, are ages 55-64 years old, and shop on Fridays. This group also tends to shop in the drug retail channel. Although the main group is

aged 55-64 years old, those over 65 are a close second. It is also important to note that Saturday is an additional busy shopping day.

*References:*

Numerator. (20--). *RiteAid Numerator Retailer Snapshot*.

*Rite Aid*. (2021, July 30). *Fortune*. Retrieved May 5, 2022, from <https://fortune.com/company/rite-aid/fortune500/>

*Rite Aid Corporation Reports Fiscal 2022 Third Quarter Results*. (n.d.). Riteaid.Com. Retrieved May 5, 2022, from <https://investors.riteaid.com/news/news-details/2021/Rite-Aid-Corporation-Reports-Fiscal-2022-Third-Quarter-Results/default.aspx>