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TARGET CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Target Corporation

Company Sector : Retail

Operating Geography : United States, North America

About the Company : Target Corporation was founded by George Dayton and it is headquartered in Minneapolis, Minnesota. The company was originally named Goodfellow Dry Goods in June 1902. The company was renamed the Target Corporation in 2000 and has a total of 368,000 employees as of February 2020. Target Corporation is among the top two discount store retail companies in the US, along with Walmart.

Revenue :

US\$ 78,112 million - FY ending February 1, 2020

US\$ 75,356 million - FY ending February 2, 2019

SWOT Analysis :

The SWOT Analysis for Target Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong brand presence 2.One-stop shopping experience 3.Strong vendor relationships 	<ul style="list-style-type: none"> 1.Underutilization of online platform 2.Coping up with fashion trends \u2013 a difficult challenge
Opportunities	Threats
<ul style="list-style-type: none"> 1.Target.com \u2013 Target's online store 2.Expansion in food offerings segment 	<ul style="list-style-type: none"> 1.Difficulty adapting current suburban store format to urban setting 2.Intense competition from other retailers

PESTLE Analysis :

The PESTLE Analysis for Target Corporation is given below:

<p style="text-align: center;">Political</p> <p>1. Involvement and views regarding socio-political issues</p> <p>2. Participation in public policy process and corporate lobbying</p>	<p style="text-align: center;">Economical</p> <p>1. Retail sector going through a slowdown</p> <p>2. Increase in minimum wage levels to impact future profitability</p>
<p style="text-align: center;">Social</p> <p>1. Consumer preferences shifting away from materialistic to experiential spends</p>	<p style="text-align: center;">Technological</p> <p>1. Increased focus on technology in-sourcing</p> <p>2. Personalization to help retailers increase customer loyalty</p>
<p style="text-align: center;">Legal</p> <p>1. Trade policies under current administration</p> <p>2. Strong compliance standards for suppliers</p>	<p style="text-align: center;">Environmental</p> <p>1. Achieving commitment to product sustainability with innovative packaging</p> <p>2. Climate policy to reduce environmental footprint</p>

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