

TARGET EXPRESS



Introduction

The Target Express case focuses on analyzing the targets and reasons for implementing the small stores in urban areas of the USA by the company known as Target. Several points can be stressed when addressing this case: 1) Except for the international capillary network which constantly explores new markets, most companies experience difficulties when entering a new segment; 2) Retail strategy requires particular attention and a non-standard approach.



Background and Context

Target Corporation popular for its huge outlets centred in submarkets was confronted with a strategic dilemma of moving to the concentrated growth space. The major goal was to enter the urban mass retailing market that required a very different store concept, product assortment, and logistics model than the firm's existing Target stores.

Strategic Solutions

To address these challenges, Target implemented several strategic solutions:

Customized Store Formats: Planned and opened smaller format stores with an appropriate assortment of merchandise appropriate for the urban consumer.

Advanced Technology: Utilized data analysis and inventories in order to enhance the availability of products and decrease cases of stockout.

Conclusion

Thus, the Target Express experience emphasizes the need for strategic thinking and generation of novel ideas in the retail sphere. On this basis, targeted and comprehensive changes in the company's business model that helped adapt Target for the requirements of urban markets contributed to the further development of the company's presence and strengthened its competitive advantages. This case should be very useful for corporations interested in extending to other segments while applying segment-specific strategies.



RESOURCE

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