



Strengths:

1. **Diverse product range:** Target's extensive product portfolio spans across various categories, offering customers a wide selection of items.
2. **Robust track record in philanthropy:** Target's longstanding commitment to philanthropy has earned it a favorable reputation among consumers and communities alike.
3. **Established market presence:** With a strong network of nearly 2,000 physical stores and a growing online presence, Target has firmly established itself as a prominent player in the retail industry.
4. **Harnessing strategic partnerships:** Target partners with various brands, suppliers and organizations to enhance its product offerings and drive innovation.

Weaknesses:

1. **Pricing:** Target has more expensive products than what people can find at competing retail stores, like Walmart or Costco.
2. **Little presence in the international market:** Target has yet to it fully penetrate international markets (beyond an initial attempt in Canada several years ago).
3. **Dependence on third-party suppliers:** For Target, the production of its products, especially its private-label brands, is heavily dependent on third-party manufacturers. When these relationships encounter any disruption, Target's product availability suffers.

Opportunities:

1. **Global buzz:** There is a significant demand for Target stores to venture beyond the United States, which would allow the company to dominate in foreign markets.
2. **Elevated awareness of retail loyalty programs:** With consumers increasingly seeking rewards and incentives for their loyalty, Target locations can capitalize on this.



3. Consumer spending in the United States remains strong: Disposable income levels among the middle class in the United States are stable.

Threats:

1. Intense competition: From both traditional retailers and e-commerce giants.
2. Changing customer preferences: Shifts in consumer preferences, such as increased demand for ethically sourced and fair-trade products, could challenge Target's traditional retail model.
3. Vulnerable to economic downfall: Economic instability or recessionary trends could affect Target's financial performance and growth.