

Target Corp in Retailing (USA)

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Abstracts

Target's strategy is focused on strengthening its presence in the channels in which it operates, and expanding to new digital channels. In 2016 it was present in both store-based retailing and internet retailing. The company aims to grow by investing in grocery retailing, health and wellness foods, and increasing its upscale product offerings to appeal to its upper-middle-class demographic. It has also focused on improving its click-and-collect and delivery services to compete with other mass me...

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