

A photograph of two young children, a boy and a girl, sitting on a colorful striped rug on a light-colored floor. They are both focused on playing with colorful wooden blocks. The boy, on the left, has curly blonde hair and is wearing a long-sleeved shirt with horizontal stripes in red, yellow, green, and blue, and blue pants. The girl, on the right, has long blonde hair with a blue bow and is wearing a blue cardigan over a striped shirt and yellow pants. They are surrounded by various wooden blocks, including rectangular blocks with holes and circular blocks. In the background, a blue globe is visible on a shelf, and the room is brightly lit with soft shadows.

Target Case Competition 2018

PlayVenture

Contents

A photograph of a Target retail store at dusk. The building is a large, modern structure with a mix of light-colored panels and brickwork. The Target bullseye logo is prominently displayed on the upper left side of the building, with the word "TARGET" in red block letters below it. To the right, the word "PHARMACY" is written in red on the brick section. The sky is a mix of purple, pink, and blue. In the foreground, there are three large red spherical ornaments on the sidewalk. A "STOP" sign is visible on the left side of the entrance.

Overview

Solutions

Financial Projection

SWOT Analysis

Mitigation

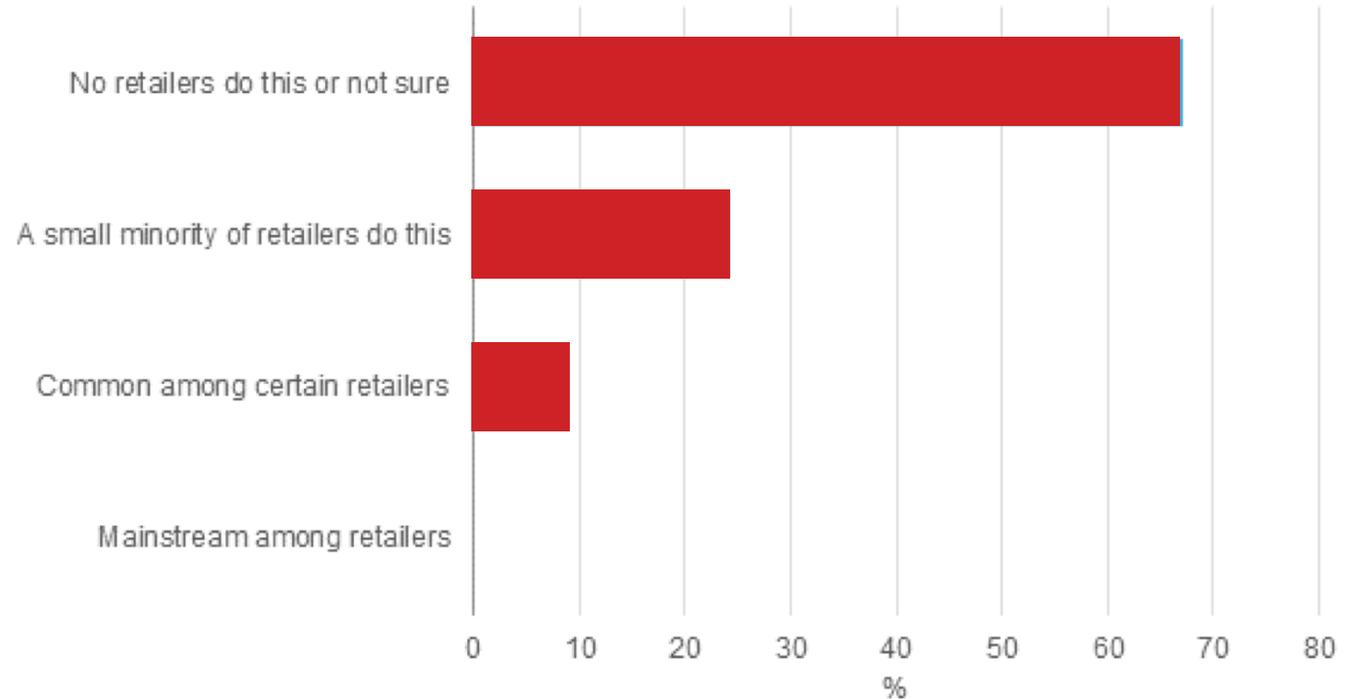
Summary

OVERVIEW

Gender neutrality in toy industry

Not yet common

Small but growing changes



HAVE YOU NOTICED ANY RETAILERS IN YOUR COUNTRY ADOPTING GENDER NEUTRALITY IN TOY ADVERTISEMENTS?

Source: Euromonitor International – Analyst Pulse



OVERVIEW

What
PlayVenture
can do
for Target?

Empower kids to pursue their interests regardless of their genders.

Provide opportunities for kids to try on different activities

Help parents understand their children's preferences and selection better

Solutions

Short-term



1

Target Play!



2

In-store displays

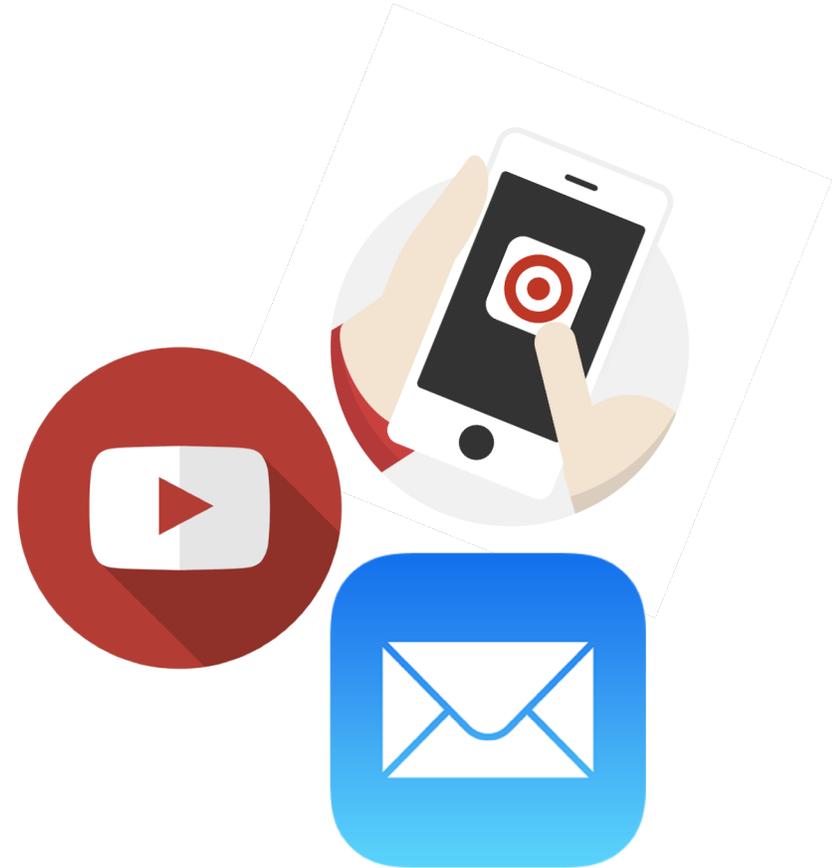
Solutions

Long-term



3

Internal brand



4

Promotions

1

Target Play!

Objectives

- Allow kids to explore their interests beyond the gender constraint
- Offer parents valuable insights into their child-rearing practices

Implementation

- Across Super Target stores
- Size
- Capacity: 50 – 80 kids
- Number of employees: 8 – 10 employees
- Expected Costs: \$ 20,000 per store

2

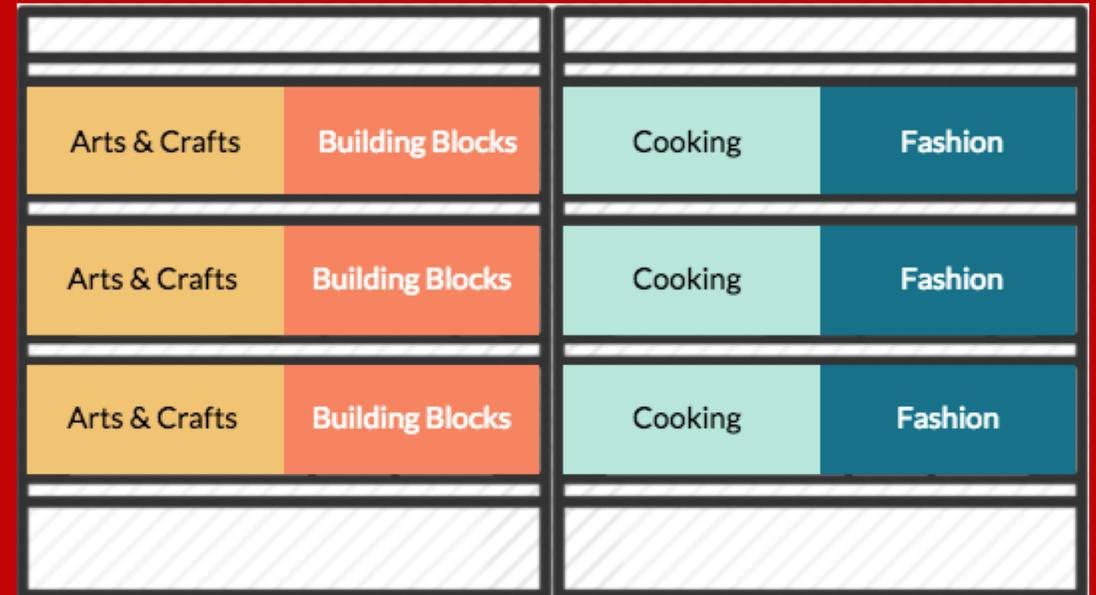
In-store Display

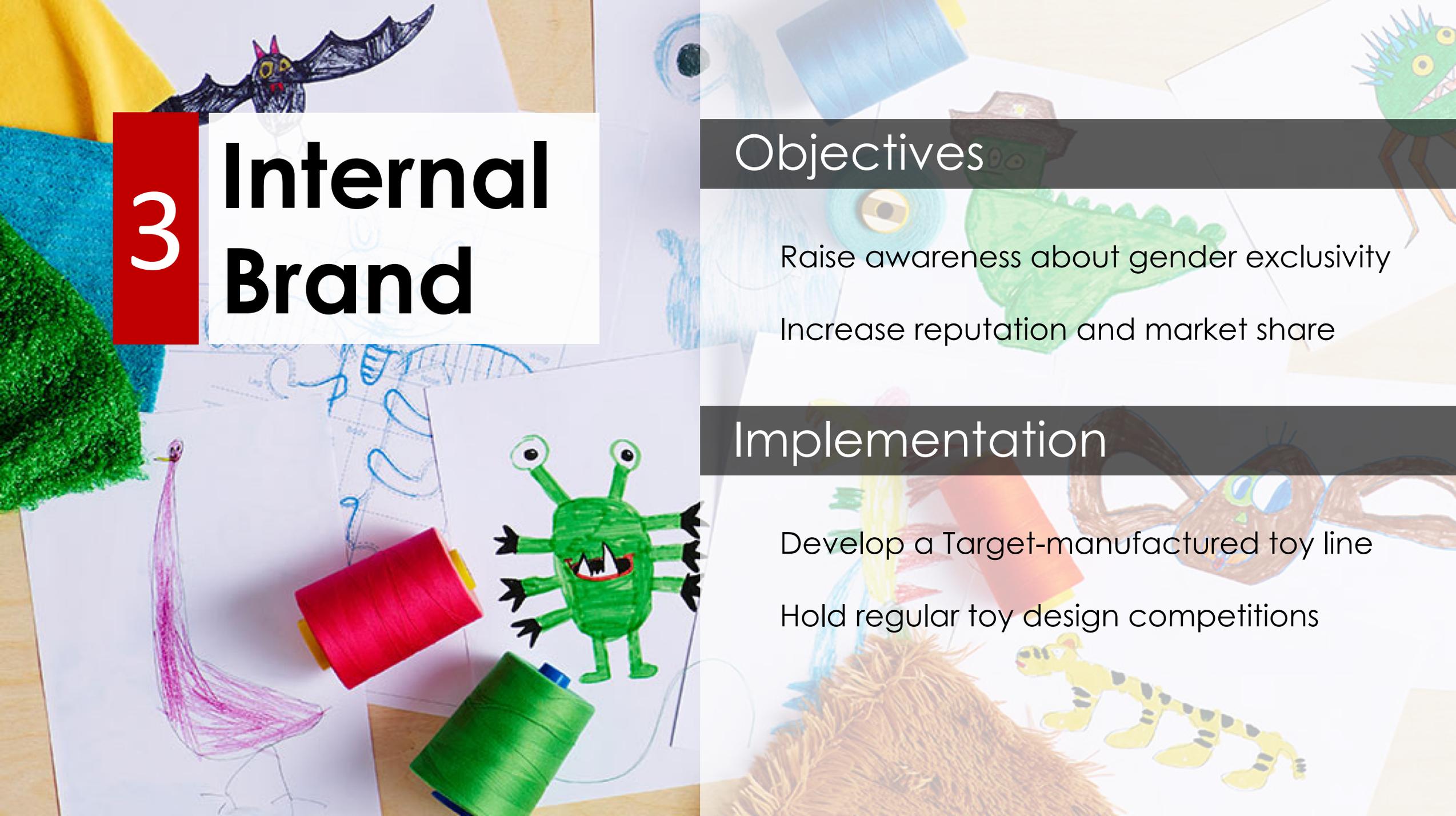
Product allocation & Point of Sales

Objectives

Grab attention of kids

Promote gender-neutral categorization





3

Internal Brand

Objectives

- Raise awareness about gender exclusivity
- Increase reputation and market share

Implementation

- Develop a Target-manufactured toy line
- Hold regular toy design competitions

4

Promotions

ONLINE

Promote gender neutrality initiatives towards **kids** and **parents**



4

Promotions

OFFLINE



CHAUDS LES RABAIS!

188¢ Ch. Sélection de craquelins Christie Each, Select Christie crackers

1\$ Ch. Sélection de repas surgelés Archer Farms® ou Michelina's® Each, Select Archer Farms® or Michelina's frozen entrées

799 Sélection de rasoirs jetables Venus ou Gillette Gel à raser Gillette Series ou Satin Care de Gillette, 2 unités, 4.99 Select Venus® or Gillette® disposable razors The Gillette Series or Satin Care win-pack shave gel, 4.99

399 Sélection de soins capillaires L'Oréal Paris ou de crèmes douche Nivea Select L'Oréal Paris hair care or Nivea shower cream

10¢ DE RABAIS 899 Ord. 18.99 Papier hygiénique Velour de Royale 24 rouleaux 48 rouleaux équivalant à 24-pk. double roll equals 48 single rolls. Reg. 18.99 Royale bath tissue 24-pk. double roll equals 48 single rolls.

1299 64 brassées Détergent à lessive Tide® 2.72 ou 2.95 L. • 10% de rabais sur une sélection d'articles Tide pour la lessive. Tide 2.72 or 2.95 L laundry detergent • 10% off select Tide additives.

Les prix annoncés sont en vigueur du vendredi 16 au jeudi 22 janvier 2015. Advertised prices good Friday, January 16 through Thursday, January 22, 2015.

FAITES VITE! JAN 16 JAN 17 JAN 18 JAN 19 JAN 20 JAN 21 JAN 22



Financial Projection

Short-term		
Target Play	\$ 600,000	\$20,000 per store, 30 stores
In-store display	\$ 1,000,000	\$1,000 per store, 1000 stores
Long-term		
Internal brand	\$ 60,000,000	\$5,000,000 per product
Promotions		
Online marketing	\$ 50,000,000	
Offline marketing	\$ 30,000,000	
Total	<u>\$141,600,000</u>	

SWOT Analysis

STRENGTHS

Unique in-store shopping experience

Strengthen relationship with customers by offering recreational and economical values

WEAKNESSES

Target's ecommerce still lags behind its peers

Lack of capital in an economic downturn

SWOT Analysis

OPPORTUNITIES

Increase in household income

Millennials will soon account for most of Target's consumer base

THREATS

Online competitors such as Walmart and Amazon

The rise of dollar stores or small box discount retailers

Mitigation

Triability

Integration of technology

Educational & recreational values





Summary

1

Target Play!

2

In-store Displays

3

Internal Brand

4

Promotions



THANK YOU

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