


**TARGET® RedCard for
Businesses Marketing Plan**

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Executive Summary



- Expanding into Business to Business Market
- Understanding Target
- Target Commercial RedCard

Situation

- Business to Business is an untapped market
- 45 Private labels under utilized



Current Marketing Situation Analysis



- Have 1,868 discount stores across the U.S
- Profit increased 12% at \$3.3 billion (2019)
- Target delivers value through their prices
- Audience between the ages of 24-51
 - 80% of them females
- Existing competitors are; Walmart, Costco, and Kroger

Objective

- Enter new market
- Incentivize private label purchasing
- Provide unprecedented value to target market





Positioning Statement

“To the business owner,
our brand is the merchandiser
that saves time and money
without losing quality.”

Target Business RedCard

- Annual fee of \$60
- Buy products and groceries in bulk
- 15% off Target private labels
- Free 2-Day Shipping
- Free furniture assembly
- There will be physical and virtual components



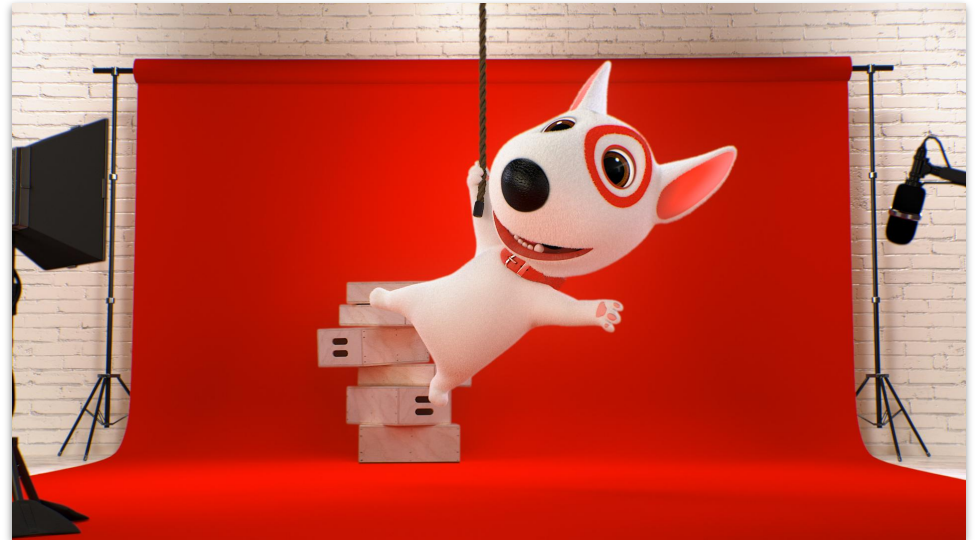


Target Market

- Small to Large Businesses
- Headquartered in U.S.A
- Annual Revenue > \$100k
- Advertising to Admin/Executive Staff

Action Plan

- **Online Strategy**
 - Social Media Campaign
 - LinkedIn & Facebook
 - Email Campaign
- **Offline Strategy**
 - Print & Television Ads



Conclusion



- Position Target as a B2B retailer
- Added value for clients
- Increase awareness of private labels
- New profit gains