Nailah Owens-Johnson, Breana Owens, Dorothy Vincent, and Simone Watts
Innovative, Digital Experiences

Diversity & Inclusion

Community Engagement
Key Findings
Our Guests
18.95%

Of the population are in ages 0-14

Source: A survey for NDP Group by CiviScience
41% of adults, ages 18 to 34, believe that toy makers should be marketing every toy to both boys and girls.

Source: A survey for NDP Group by CiviScience
22% of adults, ages 35 to 54, believe that toy makers should be marketing every toy to both boys and girls.

Source: A survey for NDP Group by CiviScience
Inside the Industry
19.48

Billion dollar increase in sales from 2014 to 2015, equivalent to 7%
31% of STEM toys are listed for boys,
While only 11% of STEM toys are listed for girls.

Source: A survey for NDP Group by CiviScience
89%

Of toys listed for girls are pink,

While only 1% of toys listed for boys are pink

Source: A survey for NDP Group by CiviScience
21.18 Billion Dollars - the US Toy Market Size
History of Helping End Gender Stereotypes
History of Helping End Gender Stereotypes
# SWOT Analysis on Target

## Strengths:
- 2nd Largest general merchandiser retail in the U.S.
- Most Visited retail website consistently
- The creation of the Cat & Jack Clothing line
- Gender Neutral Bathrooms
- Holiday Marketing
- Autism Awareness throughout stores

## Weaknesses:
- Numerous apps create confusion
- Walmart
- Toy Section still slightly divided
- Online shop doesn't transfer to store atmosphere
- Large Corporation

## Opportunities:
- Target can work with smaller companies
- Work with companies that support same beliefs
- Offering discounts that promote brands representing gender neutrality

## Threats:
- Competitors boycotting gender neutrality
- Walmart also moving toward general neutral promotion
- Customers feeling offended by push for gender neutrality, causing a feeling of the loss of identity
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JUST ME

TARGET®
Innovative, Digital Experiences
Digital interactions will influence 64 cents of every dollar spent in bricks-and-mortar stores, totaling $434 billion.

Source: A survey for NDP Group by CiviScience
Dorothy's holiday list

- go to parent mode
- track my purchases
- log out
HIDDEN TREASURES

WonderGroom

True Color!

Wacky Wiggles
Diversity & Inclusion
explore the personalities

Merrymaker
Heartwarmer
Tastemaker
Go-Getter
explore the personalities

Go-Getter.

Visionary.

Dreamer.

Innovator.
**Merrymaker**

They’re the life of the party. They bring everyone together. They love the holidays.

Shop gifts for Merrymakers

- for the entertainer
- for the barista
- for the mixologist
- for the foodie

**Go-Getter**

They’ve got energy to spare. They’re early adopters. They’re always on the move.

Shop gifts for Go-Getters

- for the workout buff
- for the outdoor enthusiast
- for the traveler
- for the early adopter

- Bose Speaker
- Headphones
Visionary
here’s to the creative kids who enjoy art

Go-Getter
here’s to the active kids with non-stop energy
Train Employees
Community Engagement
The Representation Project

Mission Statement: The Representation Project inspires individuals and communities to challenge and overcome limiting stereotypes so that everyone, regardless of gender, race, class, age, sexual orientation, or circumstance, can fulfill their human potential.

The Representation Project envisions a world free of limiting stereotypes and social injustices.

The Miss Representation curriculum helps students from kindergarten through university develop media literacy and critically examine representations of gender.

Goal is to spread the message to K-12 and university classrooms worldwide.
MISS REPRESENTATION AND THE MASK YOU LIVE IN HAVE BEEN SEEN BY MORE THAN 10 MILLION PEOPLE AND SCREENED IN ALL 50 UNITED STATES AND OVER 70 COUNTRIES.

WE HAVE DISTRIBUTED MORE THAN 6,000 COPIES OF OUR MEDIA LITERACY CURRICULUM, WHICH TAKES OUR FILMS INTO CLASSROOMS AND COMMUNITY GROUPS WORLDWIDE.

THROUGH COMMUNICATIONS, WE REGULARLY REACH 2.5 MILLION PEOPLE PER WEEK INSPIRING AN AVERAGE OF 10% TO TAKE ACTION - AN ASTONISHING RATE SINCE THE INDUSTRY AVERAGE IS 1%.

2013 REVENUE: $1.8M
2013 EXPENSES: $1.5M
Currently only located in small retailers

Wonder Crew brings the power of friendship into the world of boys' play, but it is for both genders.
Innovative, Digital Experiences

Diversity & Inclusion

Community Engagement
A New Spin on Advertisement
8 sec

The average attention span of a Gen-Zer
600 Billion Dollars

Of family spending is influenced by the Gen-Zer
Target believes kids are capable of anything.

So we asked them to create our entire Back to School campaign.
Monday only
15% off Target.com
use promo code: CYBER15

cyber week sale

free
and save $300 when you buy this Samsung 4K Ultra HD TV
599.99
48" 2160p resolution
120Hz refresh rate
Sale reg. $899.99,
Samsung 4K Ultra HD TV.
Actual screen size is 47.94" diagonal.
Screen shown with simulated picture.
Quantities limited, no rain checks. Terms and conditions apply to gift cards.

30% off apparel, shoes & accessories for women, men & kids

30% off
Hundreds of specialty and push toys.

save 50%
199.99
Sale reg. $449.99, KitchenAid
Professional 5-qt. stand mixer
in red, silver or black, knob or glass.
20% off all other KitchenAid appliances.

Some exclusions apply. See additional details on Target.com.
JustMeTarget Hey! I'm Jason. I like to cook, read, and fight evil.

JustMeTarget Jason here! The squad and I had an awesome time choosing some cool things. These are my fav!
hangin' with these 2 is always cool
Distribution & Supply Chain Management
37 Distribution Centers in the United States
1803
Stores in the United States
Short Term vs Long Term Solutions

• “What’s in it for We?” mindset
• Forecast sharing
• Joint Promotions Management
• Mutually agreed exclusives around packaging specials
• Tightened deadlines for deliveries from domestic suppliers = 5% of order cost fine
• Highly collaborative relationship with suppliers
Distribution Centers

Shafter, California
Pueblo, Colorado
Fridley, Minnesota
Fort Worth, Texas
Lugoff, South Carolina
Amsterdam, New York
Put more product on the sales floor rather than stockroom by redesigning shelves.

The amount of product held would be determined by the popularity of a certain product and anticipated sales.

Employees can spend less time restocking.
Shelve Names

Arts & Crafts
Building & Construction
Cars, Bikes & Planes
Costumes (Organized by professions not gender, Instead of princess say royalty to make more inclusive of girls and boys)
Figurines & Accessories
Electronic Learning
Games & Puzzles (Including collectibles- baseball cards, pokemon cards, etc.)
Outdoor Toys (Bikes, Scooters, Nerf guns, water guns)
Soft/Plush Toys
Financials
## FINANCIAL RESULTS: (in millions)

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2015</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales (b)</td>
<td>$78,000</td>
<td>$73,785</td>
<td>$72,618</td>
<td>$71,279</td>
</tr>
<tr>
<td>Cost of sales</td>
<td>54,571</td>
<td>51,997</td>
<td>51,278</td>
<td>50,039</td>
</tr>
<tr>
<td>Selling, general and administrative expenses (SG&amp;A)</td>
<td>14,680</td>
<td>14,665</td>
<td>14,676</td>
<td>14,465</td>
</tr>
<tr>
<td>Credit card expenses</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>2,300</td>
<td>2,213</td>
<td>2,129</td>
<td>1,996</td>
</tr>
<tr>
<td>Gain on sale (c)</td>
<td>--</td>
<td>(620)</td>
<td>--</td>
<td>(391)</td>
</tr>
<tr>
<td>Earnings from continuing operations before interest expense and income taxes (EBIT)</td>
<td>6,449</td>
<td>5,530</td>
<td>4,535</td>
<td>5,170</td>
</tr>
<tr>
<td>Net interest expense</td>
<td>400</td>
<td>607</td>
<td>882</td>
<td>1,049</td>
</tr>
<tr>
<td>Earnings from continuing operations before income taxes</td>
<td>6,049</td>
<td>4,923</td>
<td>3,653</td>
<td>4,121</td>
</tr>
<tr>
<td>Provision for income taxes</td>
<td>2,250</td>
<td>1,602</td>
<td>1,204</td>
<td>1,427</td>
</tr>
<tr>
<td>Net earnings from continuing operations</td>
<td><strong>3,799</strong></td>
<td><strong>3,321</strong></td>
<td><strong>2,449</strong></td>
<td><strong>2,694</strong></td>
</tr>
<tr>
<td>Discontinued operations, net of tax</td>
<td>42</td>
<td>(4,085)</td>
<td>(723)</td>
<td></td>
</tr>
<tr>
<td>Net earnings/(loss)</td>
<td>$3,363</td>
<td>$(1,636)</td>
<td>$1,971</td>
<td></td>
</tr>
</tbody>
</table>
### Risk Mitigation

<table>
<thead>
<tr>
<th>Risk Event</th>
<th>Probability</th>
<th>Severity</th>
<th>Probability</th>
<th>Severity</th>
<th>Risk Mitigation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Failure to attract guests</td>
<td>Low</td>
<td>Low</td>
<td>Medium</td>
<td>Low</td>
<td>It’s crucial that we attract our guests, because they are the most important part of running a business. We must keep them attracted through advertisements, great prices, and quality products.</td>
</tr>
<tr>
<td></td>
<td>Medium</td>
<td>Low</td>
<td>Medium</td>
<td>Low</td>
<td></td>
</tr>
<tr>
<td></td>
<td>High</td>
<td>Low</td>
<td>Medium</td>
<td>Low</td>
<td></td>
</tr>
<tr>
<td>Employee offends guest</td>
<td>Low</td>
<td>Low</td>
<td>Medium</td>
<td>Low</td>
<td>As said prior, our guests are most important to us. Unfortunately in the world we live in it is very easy to offend someone. Therefore, we must train employees on how to address guests.</td>
</tr>
<tr>
<td></td>
<td>Medium</td>
<td>Low</td>
<td>Medium</td>
<td>Low</td>
<td></td>
</tr>
<tr>
<td></td>
<td>High</td>
<td>Low</td>
<td>Medium</td>
<td>Low</td>
<td></td>
</tr>
<tr>
<td>Bad publicity</td>
<td>Low</td>
<td>Low</td>
<td>Medium</td>
<td>Low</td>
<td>Bad publicity is everywhere, therefore there is a chance we may receive some. We will make sure to have good stories that can be shared and reply to negative comments with a sincere answer.</td>
</tr>
<tr>
<td></td>
<td>Medium</td>
<td>Low</td>
<td>Medium</td>
<td>Low</td>
<td></td>
</tr>
<tr>
<td></td>
<td>High</td>
<td>Low</td>
<td>Medium</td>
<td>Low</td>
<td></td>
</tr>
</tbody>
</table>
Q&A

Key Findings
- Guest Information
- Industry Information
- Industry Info pt. 2
- History of Helping End Gender Stereotypes
- Lines to Help End Gender Stereotypes
- SWOT Analysis

Just Me
- Just Me Pillars

Innovative, Digital Experiences
- App Statistics
- Kids Wishlist App
- Play button- App
- Games on App
- Hidden Treasures

Diversity & Inclusion
- Kid personalities
- Toys based off personalities
- Train Employees

Community Engagement
- Representation Project
- Mission
- Representation Project Films
- Why Representation Project?
- Wondercrew

Distribution
- Distribution Centers
- Target Stores In US
- Short v. Long Term Solutions
- Testing it out

Shelving
- Supply Chain Facts
- Shelve Names

Advertisements
- Seasonal Ads
- Back-to-school campaign
- Black Friday
- Holidays
- Statistics on Kids Advertisements

Financials
- Income Statement
- Hardline Sales
- Net Income Broken Down
- Wondercrew Income
- Sales & Marketing Costs

Risks
- Risk Mitigation

Why it matters?
- Skills from Toys
- May affect career path/Why stock different toys
- Boys & Girls Not different
- Why can't people just go to other aisles?
- What's wrong with girls liking dolls?
- Pink v. Blue
Total Segment Sales: $73.8 Billion

- Household Essentials: 26%
- Food & Pet Supplies: 21%
- Apparel & Accessories: 19%
- Hardlines: 17%
- Home Furnishings & Décor: 17%

Hardliners* Sales: 17%
*Hardliners includes Toys, Music, Movie, Books, and Electronics

Sales from Hardlines: $13,260
Sales: Increase $4,000 million
$3,000 million – Wondercrew
$1,000 million – Increase of toys sold because for “boys & girls” plus new customers coming for toys, also toy industry is increasing

Costs: $54,571
$52,816 million from variable costs for sales based off revenue - $78,000/1.42= 52,816
(In 2015 and 2014 the variable costs for sales was 1.42- $73,785/51,977=1.42, $72,618/51,278=1.42)
$1,755 million from Wondercrew costs

<table>
<thead>
<tr>
<th>Barbie Doll Statistics</th>
<th>Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average number of Barbie Dolls sold annually</td>
<td>94,500,000</td>
</tr>
</tbody>
</table>

Number of Units Sold: 60,000,000  
Price: $45  
Revenue: $2,700,000,000  
Give back 65% to Wondercrew for supplying, we receive 35% for marketing & high sales  
Costs: $1,755,000,000  
Net Income: $945,000,000  

Additional Revenue from Costumes which costs $20.

Overall net income around $1,000 million from Wondercrew
Sales & Marketing

Target spent $1.4 billion on advertising in fiscal 2016 (ended January), compared with $1.6 billion in fiscal 2015. Newspaper circulars, Internet ads, and media broadcast made up the majority of the company's advertising costs.”

$1.4 Billion * 17% = 238,000,0000

Skills developed change from toys

“Play with masculine toys is associated with **large motor development** and **spatial skills** and play with feminine toys is associated with **fine motor development, language development** and **social skills**”

-Megan Fulcher, associate professor of psychology at Washington and Lee University.
May affect career paths/Why Stock different Toys

According to research from Washington & Lee University, dressing Barbie up in uniforms for stereotypically male fields — like as a firefighter or an astronaut — could influence whether girls view themselves as capable of working in those industries.

Before seeing Barbie, most preschool girls in the study thought they couldn’t do stereotypically masculine jobs. But after seeing Barbie in non-stereotypical outfits, the girls changed their tunes.

“For the most part, after we dressed the dolls, the girls said that they could do the jobs the outfits represented. Sometimes they would comment and say, ‘I’ve never seen a girl do that before, but, yes, I could do that job when I grow up.’“
Boys and girls are not as different as we say they are

78%

American Psychologist, found that 78% of the magnitude of gender differences were in the small or close-to-zero range.

Let toys be toys: The case for gender-neutral marketing CNN
Why can’t parents just go into the “wrong” aisle to buy toys their child likes?

“Gendered marketing influences others around the child that the parents can’t control. When a grandparent or a birthday party guest sees gendered marketing in a store, they’re likely to buy based on gender, rather than first considering a child’s actual interests – regardless of what particular aisle such toys might be relegated to.”
What’s wrong with girls liking dolls/pink and boys liking trucks/blue?

“Nothing! Kids should always be free to choose what they like, and no one is saying that kids can’t play with toys considered traditional for their gender.

However, there is a problem when we assume that all girls will like pink and dolls and all boys will like blue and trucks.”

Why A Mighty Girl Supports Gender-Neutral Toy Signage
There isn't any scientific reason why girls like pink color. Also, even if some do, they were influenced by society, and not born with a natural liking to pink color. Moreover, not all girls like pink.”