

# SWOT ANALYSIS OF target

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### Strength

- | It offers a wide range of merchandise
- | Strong brand positioning and large market share
- | It leverages strategic partnerships
- | Personalized branding efforts
- | Private label branding strategy
- | Dedicated loyalty program
- | Strong history of philanthropy



### Weakness

- | Their products are perceived as expensive
- | Various controversies and scandals concerning customer data use
- | Lapses in user data security
- | Lack of international presence



### Opportunities

- | Building further partnerships and branding opportunities
- | Expanding their small-format stores
- | Expanded loyalty programs
- | Further room to develop their e-commerce department
- | Build up their private label brands
- | Become more eco-friendly



### Threats

- | Increased competition
- | Consumer shift towards online shopping
- | The threat of a falling macroeconomic environment
- | Failure to differentiate themselves from their competition
- | Negative reputation and a tainted brand image

# Swot Analysis Of E Commerce

**Karin Nielsen-Saines**



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