

Target is a general merchandise retailer with stores in all 50 states and the District of Columbia.

You can find us — the Target Team — at your favorite store, in your community, across the country and around the world. There are more than 400,000 team members across the globe, all working together for one important reason ...

To help all families discover the joy of everyday life.

That's our purpose. Our mission. The promise of surprises, fun, ease and inspiration at every turn, no matter when, where or how you shop.

That quest to bring joy is at the center of every business decision we make. It gets our teams excited to come to work each day. And we bring it to life in so many ways. Come on in and take a look around.

Our growth-focused enterprise strategy helps us serve our guests, fulfill our purpose and drive business results. And it's through our team, technology and operations that we bring all that joy to life. The six pillars of our strategy are:

- Differentiating from our competition with our assortment of unique owned brands and curated leading national brands.
- Investing to create an engaging, convenient, safe, and differentiated shopping experience for our guests.
- Leveraging our stores as fulfillment hubs to efficiently meet our guests' needs, whether they purchase online or in-store.
- Engaging with our guests through programs like Target Circle and RedCard to maintain and enhance our relevancy.
- Delivering affordability to our guests.
- Leveraging our size and scale to benefit people, the planet, and our business, primarily through Target Forward, our enterprise sustainability strategy.