Target

[Name of the Writer]

[Name of the Institution]

Target

**Target Corporation**

**Business**

Target Corporation is considered the eight largest retail company in the United States. The activity of the target corporation is not only limited to the retail, but it also has private label brands.

**Goals of Target Corporation**

• The most important goal of the target corporation is to expand its business both internationally and nationally

• To create an advantage for itself by minimizing the competition through its services.

• The company also focuses on increasing its market share through the attraction of more customers.

**The objective of Target Corporation**

The aim of Target Corporation includes

• Increasing the market share

• To make the services more achievable and measurable

**The mission of Target Corporation**

Target Corporation states their purpose as:

"Our mission is to make Target your preferred shopping destination in all channels by delivering outstanding value, continuous innovation and exceptional guest experiences by consistently fulfilling our Expect More. Pay Less. Brand promise" (Target: Expect More. Pay Less, 2019).

The mission of Target is to increase its sale and market value so that it could tackle the corporation like Walmart. The best case for Target would be increased market share while the worst would be going out of business. In the current condition, Walmart has the market share while Targets sales, market value, and net worth is growing.

**Walt Disney**

**Business**

Walt Disney is a mass media and entertainment corporation based in America. Judging from the revenue It is the biggest independent international media corporation in the world.

**Goals of Walt Disney**

• Walt Disney has an eco-friendly purpose, and it wants to decrease the impact that they have on nature.

• To reduce the effects on nature, Walt Disney aims to reduce fuel and waste its uses.

• Walt Disney also focuses on how much waste it produces so that they can reduce the amount of it.

•Walt Disney hopes to inspire children into making a better community by providing a better community to the children.

**The objective of Walt Disney**

• Walt Disney wants to provide entertainment in the eco-friendly environment.

• Walt Disney aims to become the world leading mass media that provide both entertainment and information to people.

**The mission of Walt Disney**

The states its mission statement as:

"The Walt Disney Company's objective is to be one of the world's leading producers and providers of entertainment and information, using its portfolio of brands to differentiate its content, services, and consumer products" (The Walt Disney Company, 2019).

Disney is hoping to provide the entertainment with a positive change in society.

**References**

Target : Expect More. Pay Less.. (2019). Target.com. Retrieved 12 January 2019, from https://www.target.com/

The Walt Disney Company. (2019). The Walt Disney Company. Retrieved 12 January 2019, from https://www.thewaltdisneycompany.com/