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A Strategic Management Analysis of Target Corporation's Entry Strategy into the Brazilian Retail Market

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1 Introduction

Target Corporation is among the biggest retail discount stores in the US which was established in 1902. Target is a company with a solid brand name both locally and in other markets due to its reputation for quality and low prices on its products, which are offered in many different types, such as clothing, electronics, and home products (Forbes, 2025). Nevertheless, in the global retail market, which is becoming more and more competitive, it is necessary to venture into new markets abroad in order to continue growing. Brazil has a large and growing middle class, as well as a growing e-commerce infrastructure, which makes it an appealing target for the international growth of Target.



Brazil occupies the top position as a Latin American economy and the fifth-largest around the globe, which presents a vibrant consumer market experiencing a rapid change (Santander, 2023). Brazil is a country with a population of more than 210 million and an expanding middle class, and thus is an increasingly important retail destination in the world (Man, 2020). The retail industry of the country is growing, and it is influenced by the increasing urbanisation, higher disposable income, and more demand for high-quality goods (Kamath, 2023). The e-commerce industry in Brazil is expanding; it is expected to grow at a rate of 22.3% per year in the period 2023-2028, and this also contributes to the demand for international brands (Tavares *et al.*, 2023).

The purpose of this report is to examine strategic opportunities and issues surrounding the expansion of Target in Brazil with a view to evaluating the market environment, internal capabilities, and suggested market entry plans through strategic frameworks. It is aimed at offering a detailed, practical expansion strategy that will help Target to realise the potential of the Brazilian growth and gain a competitive edge in the new market.

2 Selection of Organisation and Target Market

Target has established a solid reputation as one of the top discount stores in the United States and operates more than 2,000 locations across the country (Statista, 2025a).

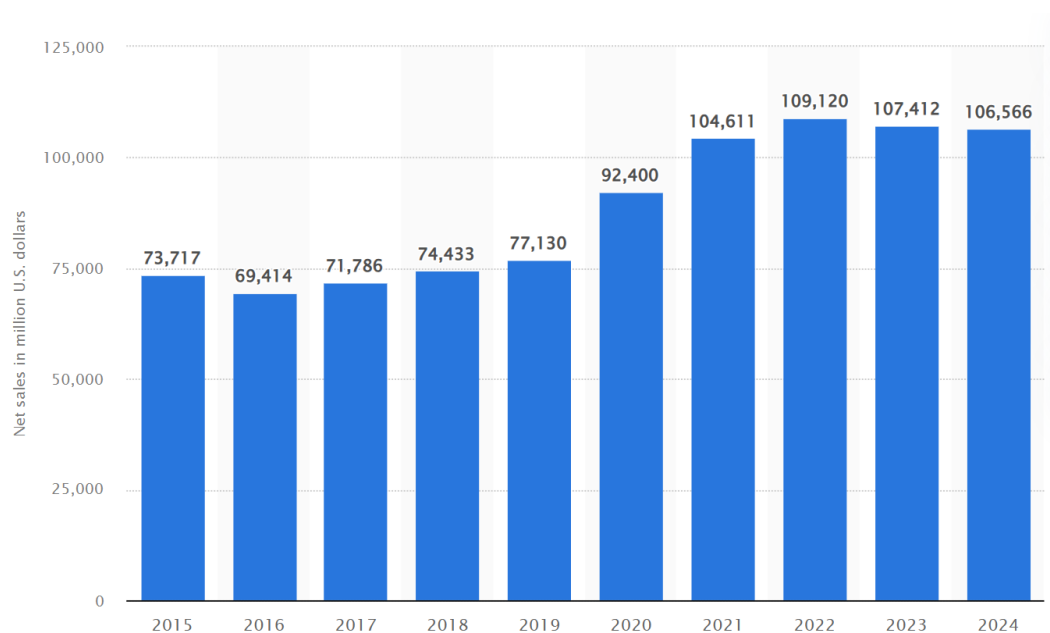


Figure: Target's U.S. net sales, 2015 to 2024 (million USD) (Statista, 2025b)

Also, it has an excellent online reputation. Target has been able to cater to a wide range of consumer bases due to its broad product lineup of high-quality and affordable goods (Forbes, 2025). The brand equity, low-cost pricing model and excellent customer service are the strengths of the company. Target has exploited its competitive advantage of efficient supply chain and omni-channel retailing strategy, the combination of physical and online retailing, to sustain its competitive advantage (Clarissa, 2024). This tactical nimbleness places Target in a good position to expand internationally.

Target Global Locations

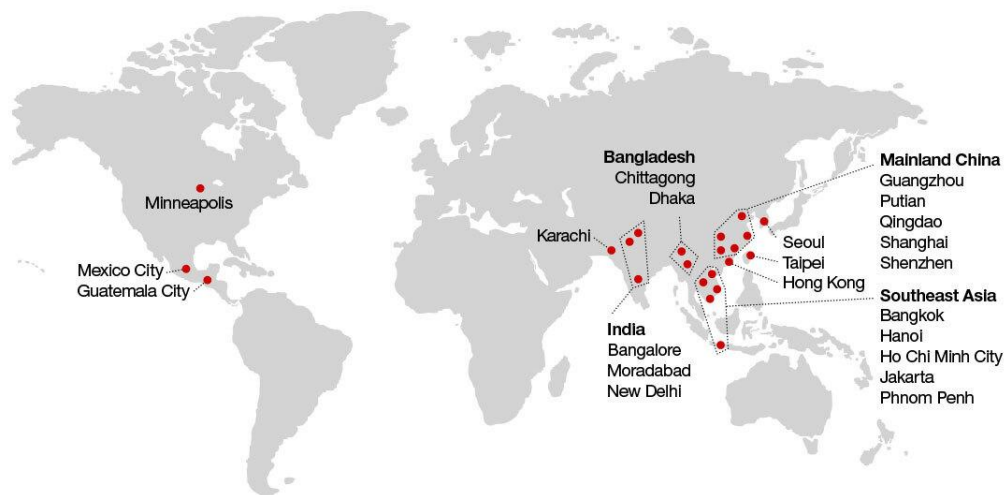


Figure: Target's Global Presence (Target, 2025)

The target market (Brazil) has a massive expansion potential, owing to being the largest economy in the Latin America region and one of the fastest-growing consumer markets in the world. Having more than 210 million people and a median age of 27 years, Brazil has a high and young population, and this is an attractive market for consumer products (Kamath, 2023). The middle-income group is growing, and the disposable incomes are also increasing, creating the perfect market where premium and affordable brands such as Target would perform well (De Sousa and Castañeda-Ayarza, 2022).

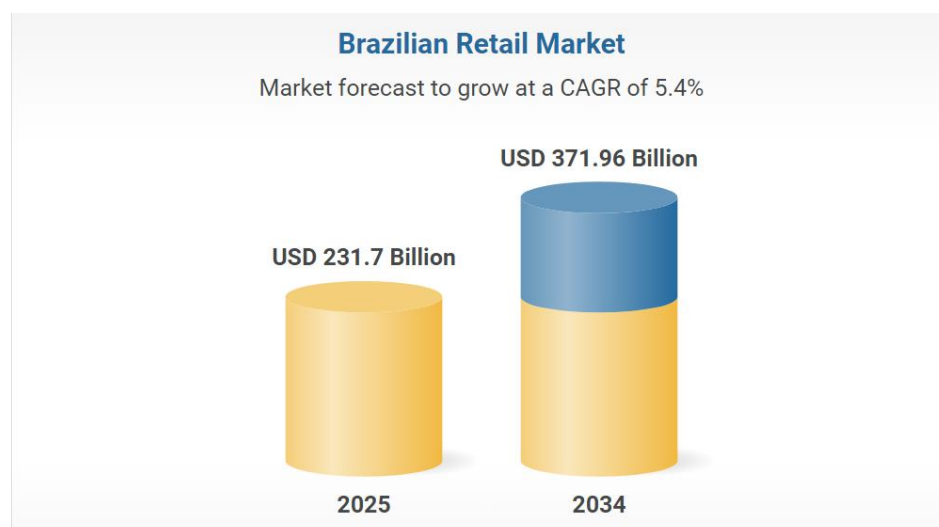


Figure: Retail Market Growth in Brazil (Research and Markets, 2025)

The retail segment of the Brazilian economy is anticipated to expand rapidly in the next years, with a forecasted CAGR of 5.4% within the cosmetics and personal care

segment (Costa *et al.*, 2022). Besides, the growing rate of internet adoption (77 million active internet users) and digitalisation of the country contribute to the country being a good market to enable Target to implement the omni-channel strategy (Kamath, 2023). This fits Target's strengths in using online shopping platforms and physical locations to improve customer experience and customer interactions.

Nevertheless, the market too has some challenges. The Brazilian retail market is characterised by a high level of competition, and both retail and e-commerce thrive locally. Also, price sensitivity and cultural differences are important factors (Miotto and Parente, 2015). Consequently, Target will have to localise its products and retain its international brand.

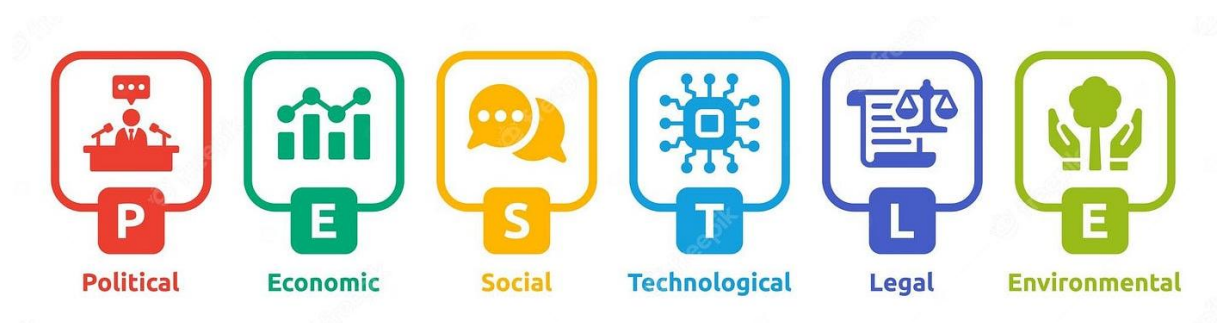
Brazil is an interesting and promising expansion opportunity for Target Corporation, given the synergy between the capabilities of the company and the market potential of Brazil.

3 Comprehensive Strategic Analysis

This section compares the Brazilian market and internal strengths of Target through four strategic frameworks: PESTLE, Five Forces, VRIO, and SWOT. These frameworks offer an all-encompassing account of the external environment, competition and internal assets and liabilities and aid us to ascertain the strategic fit of Target in Brazil.

3.1 PESTLE Analysis

PESTLE analysis evaluates macro-environment forces that will affect the operations of Target in Brazil. The key factors are critically discussed below-



Political Factors: Brazil is a relatively stable country politically, and its government promotes the growth of the private sector. But foreign investors have to deal with

bureaucracy and the complexities of regulations. As an illustration, Brazil is rated with a moderate-low level of ease of doing business (132nd in the world), meaning that Target can encounter difficulties with local regulations, licensing, and customs procedures (The Global Economy, 2021).

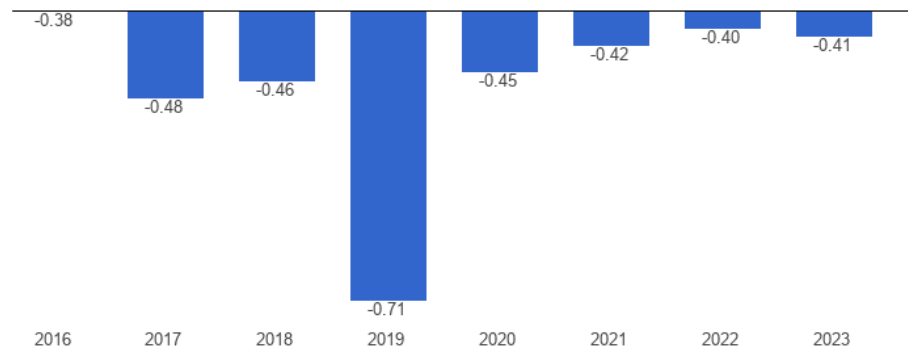


Figure: Political Stability Index Score of Brazil (The Global Economy, 2021)

The risks that can be anticipated include changes in policy or alteration of the trade relations, especially with the US, that may have effects on the tariffs on the imported goods.



Figure: Brazil Economy (Gunay, 2021)

Economic Factors: Brazil has the largest economy in Latin America, and its GDP growth rate is steady (6-8% annually, 2010-2023). The middle-income segment will become more active, which will lead to the need to demand both expensive and inexpensive products (Kamath, 2023). Nevertheless, inflation has been a critical issue, and the average rate has been 9.7% in recent years, suggesting price sensitivity as a key consideration to address the price strategy of Target (Biswas, 2023). The

consumer spending in Brazil is increasing, and the retail segment of the economy, including e-commerce, is flourishing, which gives great prospects for the further development of Target.

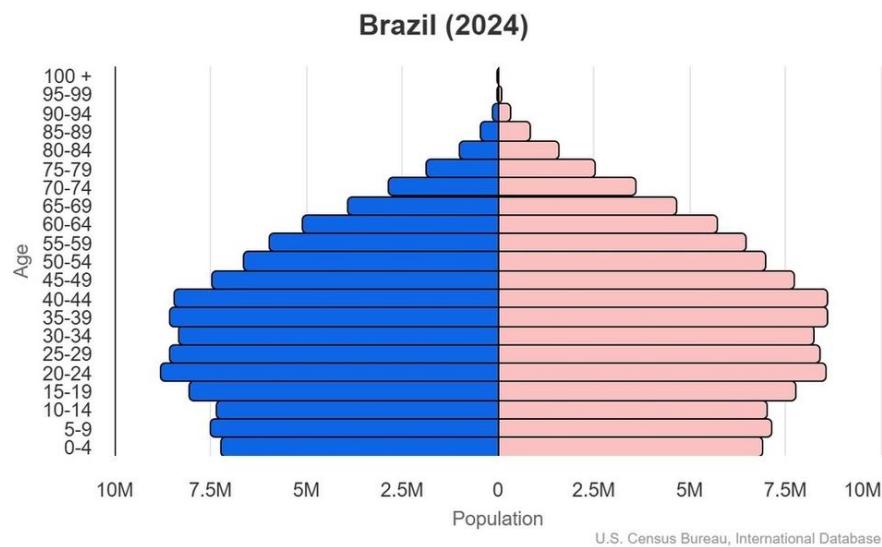


Figure: Age Demographics of Brazil (CIA, 2024)

Social Factors: The Brazilian demographic profile is young, urban, and middle-income, which is favourable to the product offerings of Target. Its population consists mostly of people younger than 35 years old, and the emergence of social networks and the Internet has turned younger consumers into more brand-aware and globally conscious individuals (Kamath, 2023). Nonetheless, Brazil is a heterogeneous cultural environment in which Target will have to localise its products to reflect the preferences of skin-tone inclusive beauty products, halal certifications, and moderate beauty standards.

Technological Factors: Brazil has a fast-evolving digital environment with a high level of internet penetration (44% of the population), and e-commerce is on a booming trend with a forecasted annual growth of 22.3% (Tavares *et al.*, 2023). This is in line with the omnichannel strategy employed by Target that combines physical stores with an internet business. Nevertheless, the internet connection is not even in rural communities, and this factor may restrict the penetration of e-commerce beyond large urban centres.

Legal Factors: Brazil has stringent laws regarding product safety, labelling, and import certification, particularly of cosmetics and luxurious goods. VAT on imported goods and the necessity of halal certifications in some industries may pose a risk to

Target by raising the cost of operation (Folgosi *et al.*, 2021). The ability to adhere to local labour legislation (about employee provisions and salary levels, etc.) will have an impact on the success of Target.

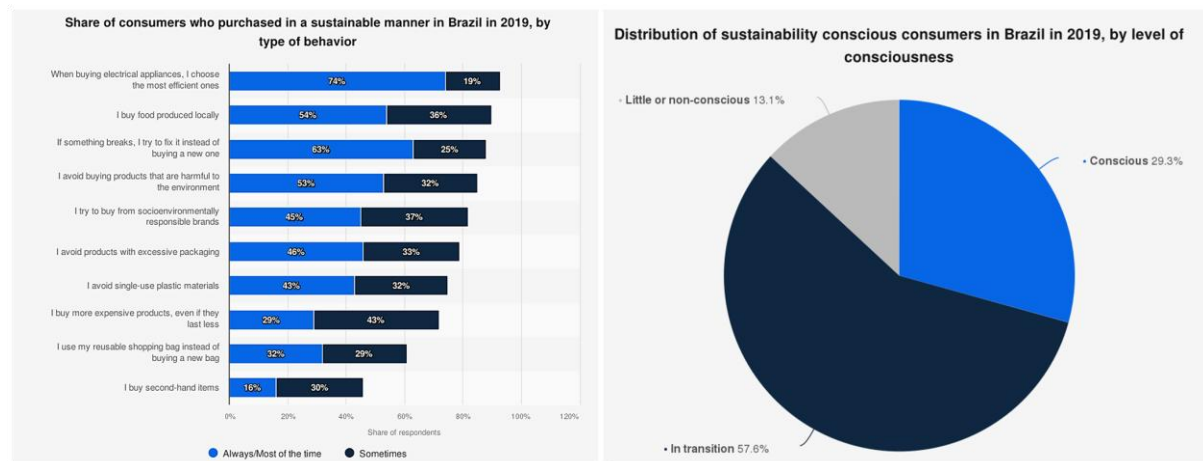


Figure: Consumer Perception to Sustainability in Brazil (Statista, 2019; Watty, 2025)

Environmental Factors: Brazil is currently among the most environmentally exposed countries in the world, which has resulted in an increased interest in sustainability among consumers (Souza *et al.*, 2023). A large part of the population, particularly urban residents, favours the brands that market eco-friendly and animal-free products (Huda, 2023). Target can use its sustainability efforts, such as eco-packaging and refill stations, to attract such consumers who are sensitive to the environment.

3.2 Porter's Five Forces Analysis

The Five Forces model by Porter assists in the analysis of the competition in the Brazilian retailing market, specifically the cosmetics and personal care market.



Figure: Five Forces of Competition (Porter, 1979)

Threat of New Entrants (Moderate): The Brazilian market has a moderate threat of new entrants. The sheer demand for high-end products and the rising middle classes influence the interest of local and international entrants. However, Target may use its popular brand across the world and a rich supply chain network to counter this threat. The beauty and cosmetics industry are a competitive industry that is dominated by local players such as O Boticario and Natura, making it difficult to venture into the business (Ishfaq, Darby and Gibson, 2023).

Supplier Bargaining Power (High): Queues in the Brazilian cosmetics sector are quite dependent on imported raw materials, meaning that the suppliers possess considerable bargaining power (Costa *et al.*, 2022). As more than 90% of the cosmetics' raw materials are imported, Target will have to build good rapport with the suppliers locally or regionally to reduce the risks related to import dependency and

changing prices (Rahman, 2023). Supplier power may also be increased based on the dependency on high-quality brands worldwide, especially luxury products.

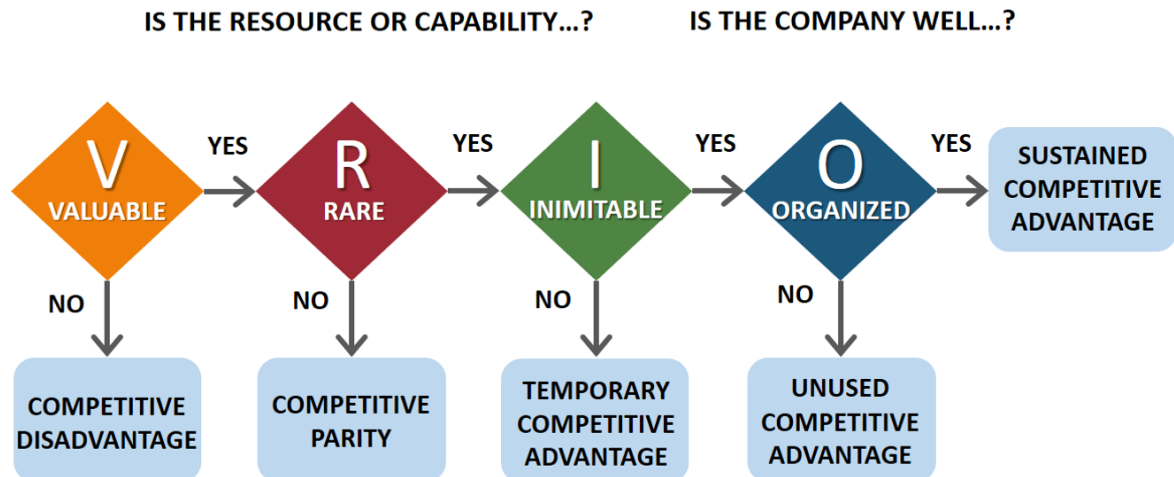
Bargaining Power of Buyers (High): Brazilian buyers, particularly in big metropolitan regions, are price-sensitive and possess access to different domestic and foreign brands. Target will have a lot of pressure to provide competitive prices but retain its premium image. Loyalty programs and experiences, including the Target Beauty Insider Program available to younger consumers, in particular, Millennials and Gen Z, can be used to reduce some of this power (Clarissa, 2024).

Threat of Substitutes (High): In Brazil, the substitutes comprise low-priced local brands, herbal products, and natural beauty remedies, which dominate a huge market share (Rodrick *et al.*, 2020). This necessitates the fact that Target must differentiate its products by dwelling on exclusivity, quality and brand reputation. A special threat to the international product mix in Target is due to local brands that have halal-certified products and culturally relevant products.

Industry Competition (Very high): The Brazilian retail market, especially in the cosmetics and personal care industry, is very competitive. It is faced by strong competition locally with brands such as O Boticario and Avon, and by international competitors such as The Body Shop (Khayer *et al.*, 2023). Target will have to distinguish itself with the high quality of its products, customer service, and special shopping experience that combines both in-store and online shopping platforms to be successful.

3.3 VRIO Analysis

The VRIO framework will examine the internal capabilities and resources of Target to identify its competitive edge in Brazil.



Value: Target has a strong global brand name and the capacity to provide high-quality products at low prices, which is an asset. Omni-channel retail model (in-store shopping with digital services) is further value-added as it can improve customer experience and convenience (Chen and Tang, 2021).

Rarity: Target has experience of omni-channel retailing and strong customer loyalty schemes, which are rare and differentiate it among most of its competitors in Brazil, both local and international. Although there are other international brands in Brazil, limited ones present the same combination of brick-and-mortar stores with online shopping (Clarissa, 2024).

Imitability: There are some of the main strengths of Target, like supply chain and brand reputation, that are not easy to imitate. Nevertheless, digital integration may introduce other retailers to emulate the Target business model in the long run, especially through digitalisation. However, this imitation is expensive and time-consuming due to the size and brand equity of Target (Clarissa, 2024).

Organisation: Target has a good structure to leverage its resources and capabilities. The launch of the digital transformation alongside a healthy supply chain and a focus on marketing, Target is ready to expand internationally (Forbes, 2025). This is an essential organisational strength that can enable Target to scale in Brazil.

3.4 SWOT Analysis

Strengths	Weaknesses
• Strong global brand reputation and established customer loyalty programs (Clarissa, 2024). • An effective omni-channel retail model combining in-store and online shopping experiences.	• Price sensitivity in Brazil may limit Target’s ability to maintain its premium positioning. • The challenge of cultural adaptation in terms of product offerings and local preferences (e.g., halal certification).
Opportunities	Threats
• Rapid growth of the Brazilian retail and e-commerce markets, with a rising middle class and increasing disposable income (Haji, 2021). • Potential for leveraging sustainability initiatives to appeal to environmentally conscious consumers (Huda, 2023).	• Intense competition from established local and international brands (Khayer <i>et al.</i>, 2023). • Regulatory complexities and high import costs due to reliance on international suppliers (Folgosi <i>et al.</i>, 2021).

This Comprehensive Strategic Analysis offers an oversight perspective on the potential of Target to expand into Brazil, considering both the external environment as well as the internal strengths through the important strategic frameworks. Target should use its strong points and adjust to market conditions to create a competitive edge in Brazil.

4 Strategy Development and Formulation

In this section, the main strategies to be used to expand Target to Brazil have been outlined, with the central point’s being market entry, competitive advantage and management of risks. These strategies make use of the strengths of Target and embrace the challenges and opportunities that have been identified in the Comprehensive Strategic Analysis.

4.1 Market Entry Strategy

In the case of Target entering Brazil, the entry mode that should be recommended is a joint venture (JV) with a local company. Joint venture would enable Target to manoeuvre through the Brazilian complicated regulatory environment whilst capitalising on the local knowledge in terms of market knowledge, distribution channels and consumer preferences.

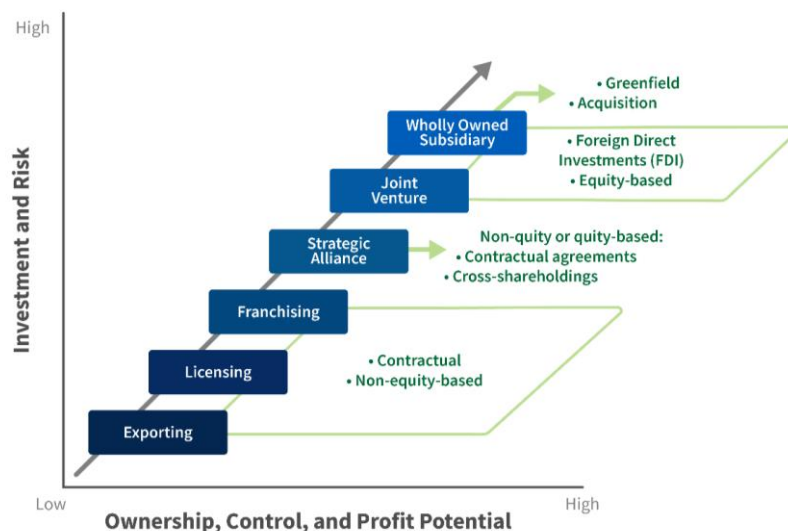


Figure: Mode of International Expansion (Sushil and Dhir, 2024)

The entry barriers of foreign businesses are rather high in Brazil, where regulatory obstacles and limitations on importation cause considerable problems with wholly owned subsidiaries. The creation of a joint venture will assist Target in reducing the risks associated with local policies and accessing well-developed infrastructure and local customer insights.

Moreover, a joint venture is in line with the international growth strategy of Target since it leads to the sharing of investment and minimises the amount of capital that is needed to enter the market. The retail market in Brazil is large and quite competitive with such local companies as O Boticario and Natura. The collaboration with a local organisation, particularly one that has experience in the retail business and consumer patterns, will provide Target with a competitive advantage, as the products and the store formats will be adjusted to Brazilian tastes and preferences (Czinkota and Ronkainen, 2021).

In this respect, the local counterpart could assist Target to localise its product mix, making sure that such products as the halal-certified beauty products or the skin-tone-inclusive cosmetics are offered.

4.2 Competitive Advantage Strategy

Target needs to consider differentiation, cost adaptation, and localisation to gain a competitive advantage in Brazil. These are strategic levers that will help Target carve out a niche among the competitive retail industries in Brazil.

Differentiation: The presence of quality and affordability as a global brand will be a major point of differentiation at Target in Brazil. The firm can utilise its omni-channel retailing initiative, which combines physical outlets and online presence. This solution will make customers find it more convenient, especially since the sphere of e-commerce in Brazil is still expanding (Tavares *et al.*, 2023). Target can also sell an exclusive product line that encompasses not only high-priced beauty brands, but also lower-priced in-house brands such as Sephora Collection, which would be attractive to the developing middle class of Brazil. Also, the loyalty program of Target, like Beauty Insider Program, has the potential to establish a high retention rate because a regular customer is given discounts and bonuses (Richard *et al.*, 2020).

Cost Adaptation: This is a vast variable in Brazil. That is why Target will have to adjust its pricing strategy to provide both high-end and low-end products. The fact that Target can provide cheap beauty items in its Sephora Collection and other in-house brands will enable it to compete with local low-cost substitutes (Rodrick *et al.*, 2020). As it continues to sustain a high-end brand image, Target ought to introduce a differentiated pricing strategy with high-end luxury products and entry-level products that target the rising middle class. Target can save expenses through locally or regionally sourcing products to decrease the importation duties and the transportation expenses (Folgosi *et al.*, 2021). This will assist Target in dealing with the price pressures of Brazilian consumers without damaging its brand.

Localisation: Localisation will be a key determinant of the success of Target in Brazil. Target should consider the local consumer needs, such as the desire to use halal-certified beauty products and inclusive skin tone in their products. Besides, Target needs to adjust its store format to fit the Brazilian market, including its store size and layout. Smaller outlets in the high-traffic metropolitan centres such as São Paulo and

Rio de Janeiro could serve the emerging urban middle-income, while bigger flagships can be built in shopping malls to provide an upscale shopping experience (Godet, 2022). Moreover, Target ought to recruit locals and invest in cultural training such that its customer service is in line with Brazilian expectations.

4.3 Risk Management

Entering a new market, and especially a complex market like Brazil, would come with several risks. Target needs to take the initiative to mitigate these risks by having effective risk management measures. The risks that have been recognised as the main ones are regulatory issues, economic instability, local rivalry, and cultural adjustment.

Regulatory Complexity: Brazil has had a difficult regulatory environment for foreign businesses. Target should also make sure that it meets local laws such as import laws, labelling, and VAT on imported goods. Having a local joint venture will also reduce this risk as it will offer it access to local regulatory information and the ability to enter the market more easily. To reduce logistics expenses and to pay less import duties, Target may consider establishing a regional distribution centre (Folgosi *et al.*, 2021).

Economic Volatility: Brazil has a history of economic volatility, with the inflation rate and currency volatility threatening the price and profitability. Target can counter this with a flexible pricing strategy that can respond to the market conditions. To reduce the effect of currency devaluation, the company can also hedge currency risk by transacting in domestic currency and sourcing certain product lines in the region (Biswas, 2023).

Local Competition: The Brazilian market is very competitive with established local brands such as O Boticario, Avon and Natura controlling the retail market. To overcome this, Target ought to focus on its experience in differentiation. Through offering a better customer experience, online and in-store, Target can develop a powerful brand image that will appeal to Brazilian customers (Khayer *et al.*, 2023). Partnerships with global beauty brands and localised services will also aid Target in establishing its niche in the market.

Cultural Adaptation: The cultural differences between the US and Brazil may make it difficult to offer and market products. Target should make sure that it gets to know the beauty preferences of Brazilian consumers, such as local skincare demands,

ethical issues (e.g., halal certification) and the beauty standards. The joint venture partner of Target will be instrumental in directing the localisation of products and marketing campaigns towards making them meet the expectations of Brazilian consumers.

4.4 Implementation Milestones

Target ought to adopt a staged implementation process to make market entry a success:

Year 1: Create the legal structure, agree on the joint venture, and start looking into finding appropriate places to set up stores in major cities. Establish a local supply chain and distribution network.

Year 2-3: Open the first flagship store in São Paulo and Rio de Janeiro with the help of an online shopping platform. Implement the Beauty Insider Program and start localisation of product offerings (e.g. halal certified beauty products).

Year 4-5: Extend to other major cities, including Belo Horizonte and Curitiba. Enhance the online presence and improve the product mix depending on the consumer feedback. You can look at spreading to smaller cities and rural areas, depending on the demand.

Target can make a good presence in Brazil by focusing on a joint venture as the entry mode, differentiation by its omni-channel strategy, and offering localisation. With proactive risk management and a definite implementation strategy, Target is likely to succeed in this competitive and high-potential market.

5 Performance Evaluation Framework

To assess Target's performance in Brazil, a comprehensive evaluation framework combining the Balanced Scorecard (BSC) and Triple Bottom Line (TBL) will be used. This framework evaluates performance across financial, customer, internal processes, and sustainability dimensions, ensuring Target's success in Brazil is balanced between profitability and responsibility.

5.1 Balanced Scorecard (BSC)

The Balanced Scorecard (BSC) connects the performance measures with strategic objectives in Target that concentrate on four perspectives: Financial, Customer, Internal Processes, and Learning and Growth.

5.1.1 Financial Perspective

Annual Revenue Growth: By the 3rd year of operation, Target will experience 15% year-over-year (YoY) revenue growth due to Brazilian retail market expansion and increasing consumer expenditure (Kamath, 2023).

Gross Profit Margin: A 40% gross margin is a target that would be in line with the operations of Target in other markets (Forbes, 2025). This enables the price to be competitive and profitable.

Return on Investment (ROI): The ROI of the operations that the Target needs to experience in Brazil must be at least 20% during Year 3, as it is necessary to ensure that the operation of the company is financially justifiable.

5.1.2 Customer Perspective

Brand Awareness Index: Target will accomplish 60% aided brand awareness by the end of Year 3 by localising marketing and using digital campaigns (Kamath, 2023).

Customer Retention Rate: Behaviour A retention goal of 70% of Beauty Insider Program members will be the measure of loyalty and the effectiveness of the program (Clarissa, 2024).

Net Promoter Score (NPS): Target ought to score above 50, and this is a sign of high customer satisfaction and loyalty.

5.1.3 Internal Processes Perspective

Time of Order Fulfilment: It is aimed to shorten the time to less than 3 days, and this is in line with the e-commerce expectation of fast delivery in Brazil (Tavares *et al.*, 2023).

Stock-Out Frequency: Target sets its stock-out target at less than 5% and this will guarantee the availability of its products.

E-commerce Uptime: 99.5% Availability of the e-commerce platform to guarantee smooth online shopping.

5.1.4 Learning and Growth Perspective

Employee Training Hours: Target expects to offer 30 hours of training to every full-time employee (FTE) in a year to enhance the quality of the services and the expertise of their staff.

Staff Turnover Rate: Target needs to ensure that the turnover rate is below 10 to keep operations stable.

Local Brand Collaborations: Target will also form at minimum 3 local relationships with Brazilian beauty brands, adjusting to local tastes and adding value to the products.

5.2 Triple Bottom Line (TBL)

The Triple Bottom Line (TBL) model provides the sustainability aspect of the growth of Target into Brazil by analysing its economic, social and environmental consequences.

Economic Perspective

- **Return on Investment (ROI):** According to the BSC, Target will achieve a minimum ROI of 20% by Year 3, which makes its operations in Brazil financially viable.
- **Cost Saving through Regional Sourcing:** Target aims to achieve a reduction of 10% per year in costs by sourcing products within the region and therefore reducing reliance on imports and avoiding importation duties (Folgosi *et al.*, 2021).

Social Perspective

- **Local Employment:** At least 70% of Brazilian nationals will be hired by the Target company and thereby contribute to the economy of the area, and also offer employment opportunities.
- **Community Engagement:** The company will organise 12 workshops per year on women empowerment, beauty education and sustainability, which will improve the relationship with the community (Huda, 2023).
- **Inclusive Product Lines:** Target will launch inclusive beauty products, including halal-certified and skin-tone inclusive cosmetics, which will fit the local consumer demands.

Environmental Perspective

- **Sustainable Packaging:** Target will use 20% less plastic packaging by 2027 and will use materials that are environmentally friendly in the packaging of its products (Souza *et al.*, 2023).
- **Refill and Recycle Stations:** The business will also come up with refill and recycling stations at flagship stores to mitigate waste (Huda, 2023).
- **Cruelty-Free Sourcing:** Target will make certain to source half of its products from cruelty-free brands, which are in line with the ethical consumer trends.

5.3 Integration of BSC and TBL

To evaluate the overall performance of Target in Brazil, the BSC and TBL frameworks will be combined to measure the performance. The BSC will be used to monitor operational performance in the short term, such as revenue growth and customer satisfaction, whereas TBL will be used to determine the long-term sustainability of the company as regards social responsibility and environmental impact. Such a combined strategy will help Target to not just pursue monetary success but also establish itself as a socially responsible and sustainable company.

As an example, Target has been working on cost reduction by incorporating regional sourcing (BSC), which will help it achieve its objective of minimising environmental impact (TBL). In the same manner, the social and environmental activities, including community workshops and green products (TBL), will enhance the loyalty of the customer-driven efforts (BSC) of Target. Such a system of holistic evaluation will

enable Target to consider both financial goals and ethical ones and be successful in Brazil in the long term (Fergus and Chalmers, 2022).

Both the Balanced Scorecard and Triple Bottom Line models offer a balanced assessment system that can be used to evaluate the performance of Target in Brazil. Through establishing explicit KPIs that affect financial success, customer interaction, effectiveness of operation and sustainability, Target will be in a position to keep track of how it is performing and guarantee a successful and responsible move into the Brazilian market.

6 Recommendations

According to the analysis of the expansion of Target to Brazil, it can be proposed the following recommendations that would lead to successful market entry and long-term sustainability:

The Strategic Joint Venture (JV): A local Brazilian company will assist Target in overcoming the regulatory hurdles, learn local preferences of the consumers, and use available distribution channels. This will reduce the risk of entry and will increase the adaptability of Target to the Brazilian market (Burrow and Becraft, 2020). The entry and operation will be easier through a local partner who has retail experience, together with market knowledge.

Localise Product Offerings: Target needs to localise its product mix to suit the tastes of the Brazilian consumers. This involves providing skin-tone, culturally relevant and halal-certified beauty products. Another recommendation that Target should implement is to launch smaller store formats in cities and customised marketing strategies to attract the varied population of Brazil.

Invest in Omni-Channel Retailing: Target needs to make full use of its omni-channel retailing model by combining a strong physical store network with an effective e-commerce platform. As the Brazilian e-commerce market is expanding, Target should focus on the improvement of the online shopping experience by adding fast delivery services and customer service that is tailored to the customer (Tavares *et al.*, 2023).

Sustainability and Corporate Social Responsibility (CSR): Target needs to establish its brand name in Brazil by focusing on sustainability efforts. This involves environmentally friendly packaging, the minimisation of waste, and sourcing locally,

which meet the consumer trends on making ethical purchases (Souza *et al.*, 2023). Participation in community activities on female empowerment and beauty training will also improve the image of Target (Mas *et al.*, 2021).

Following these recommendations, Target will be able to enter the Brazilian market and prosper there, achieving financial and consumer loyalty.

7 Conclusion

The Brazil move by Target is a good opportunity, given that it has the benefit of a growing middle-income population, a vibrant retail market, and a growing e-commerce market. Target has a strong brand equity, an omnichannel retail strategy, and a global supply chain, which places it in a good position to exploit these opportunities. Nevertheless, Target will be forced to overcome issues, including complexity in its regulatory environment, local competition, and cultural variations, to be successful in Brazil.

The best market entry strategy is a joint venture with a local partner, which will enable Target to have the local expertise and infrastructure needed to minimise the risks and to accommodate Brazilian consumer tastes. Furthermore, to attract the environmentally aware consumers in Brazil, Target needs to put emphasis on localising its product offerings, differentiated pricing models, as well as improving its sustainability efforts.

With the adoption of those strategies and emphasis on differentiation, localisation, and sustainability, Target will be able to gain a competitive edge in Brazil and achieve success in the long run. Frequent performance reviews based on models such as the Balanced Scorecard (BSC) and Triple Bottom Line (TBL) will help Target to monitor its progress and adjust to the dynamics in the market.

Planned and executed, Target is poised to grow successfully and sustainably in Brazil and gain momentum in this potential market, consolidating its presence in the global market and growing it.

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