

At Target, we recognize the **value of investing in communities** where we do business. That is why in Supplier Diversity we partner with our internal procurement teams and merchandise buyers to drive inclusion and spend for **certified diverse suppliers** who can provide **strategic business solutions, optimize expenses, create competition, drive innovation and guest loyalty**. We also **support** diverse business development through our memberships and participation with various local consortiums and national organizations.

Recognitions

- 2011-2019 WBENC Top Corporation for Women's Business Enterprises
- US Hispanic Chamber of Commerce Million Dollar Club
- 100% on Human Rights Campaign Index
- #14 on DiversityInc Top 50 Companies for Diversity (2019)
- #18 on Top 50 Organizations for Multicultural Business Opportunities
- #44 on Fortune World's Most Admired Companies (2017)
- 2014 North Central Minority Supplier Development Corporation of the Year
- 2015 Women's Business Development Center Minnesota Corporation of the Year
- 2017 National Gay and Lesbian Chamber of Commerce Apex Award



Why work with Target Supplier Diversity?*

- Leverage team of Supplier Diversity experts who can help you navigate Target processes and serve as advocates for your brand, when aligned to Target strategies
- Provides opportunity to present innovative, competitively priced products and services for consideration/inclusion in direct spend or Tier II opportunities to a Fortune 50 organization
- New and incumbent diverse suppliers can strategically plan growth and brand development through our partnership
- Assistance in building relationships with Target partners

*as appropriate, may vary by vendor

Why get Certified?

Certification does not guarantee success or awarded business. It can, however, be a powerful tool in your tool box. Certification is available through various national organizations.

- Certification is preferred or required by many major retailers and other corporations
- Certification can help provide more exposure to potential partners and clients
- Networking and access to major corporations and other entities
- Continuing education
- Financial services through certifying bodies or affiliates
- Capacity development
- Mentorship and leadership training

Target recognizes diverse business as U.S. based enterprises that are at least 51% owned, operated and controlled by either women, Black, Indigenous or People of Color, veterans, LGBT persons and persons with disabilities.

National Memberships



I want to explore business opportunities with Target. What's my next step?



Step 1: Register as a diverse vendor.

- Create a profile on the Supplier Diversity Registration Portal at <https://target.suppliergateway.com>
- **TIP:** Add specific information on your offerings, including: keywords, presentations or capability statements, certification, pricing sheets and other pertinent information. More detailed can mean the difference between being added to the potential vendor list for consideration or down-selection.
- **TIP:** We search more by specific keywords than NAICS codes. Use specific, long tail keywords. Example: “organic gluten free cereal” is better than “cereal.”

Step 2: Informational Call for additional information may be requested.

- Be prepared and targeted in your approach.
- Focus on core strengths, strategy and solutions

Retail vendors should be prepared to discuss:

- Brand background, revenue, key differentiators of the product, capabilities (Manufacturing, EDI, Drop-ship, etc.)
- Comparison to competitors – why would your brand be a differentiated solution for the guest?
- Product assortment in order of priority (best sellers first), with pricing and images of product and packaging
- Current Sales metrics – e.g. sell through rates, sales per store per week,
- Marketing successes and metrics

Non-retail (indirect) vendors should be prepared to discuss:

- Brand background
- Company revenue
- High level overview
- Capabilities
- Key differentiators of the product or service and current competitors
- Current relationship with retail or other industry clients

Step 3: Be patient.

- Opportunities take time to become available
- Ask when a follow up would be appropriate

