

Sourcing & Development

Sourcing & Development is a process built on partnerships between you, suppliers, manufacturers and others to deliver a product that is true to your brand.

Private Labels/Owned Brands

Private labels is merchandise developed by a retailer exclusively for their guests (at Target, we call them “owned brands”). They frequently rely on partnerships with suppliers to provide products that deliver on brand expectations and guest needs.

Sourcing & Development

The first step in building any private label relies on sourcing and development, which are the sourcing strategies that support the product creation and management of goods.

- Paired with manufacturing, sourcing and development is about **how** we do the work and **how** we can bring a brand to life through the product.
- This involves global end-to-end product strategies, including partnering with other businesses for material procurement, product manufacturing and final product logistics.

Manufacturing

The second step for an owned brand/private label product is manufacturing, which is the process of making articles on a large small scale using machinery. It's best to think of manufacturing in two parts: the design process and the manufacturing development process. Understanding the full process is essential to bringing a quality product to market.

DESIGN PROCESS

Context → Define → Ideate → Prototype → Product Design

MANUFACTURING DEVELOPMENT PROCESS

Product Design → Prototypes → Raw Materials/Componentry → Finished Goods Manufacturer → Shipping → In-store / Digital Sale

Partnerships

Whether it's with small businesses and other vendors, to domestic and overseas manufactures, good partnerships ensure continued growth and success. They are anchored in collaboration that is only possible with clear and open two-way dialogue. The more partners and lived-in experiences you bring to the table, the better-rounded your business will be.

