TARGET STORE OPENING

**DATE SELECTION**

The Target Canada’s opening location in Waterloo, Ontario will take place Saturday, August 17th, 2013. The reasoning behind this date is because it coincides with back to school. A lot of university and college students will be moving into their residence and with the opening being three weeks before school starts, it will give them the opportunity to take advantage of the great deals that Target Canada has to offer. Having Wilfrid Laurier University, Waterloo University and Conestoga College (Waterloo, Doon and Cambridge campuses) surrounding the area will create a lot of excitement.

The opening is taking place prior to the Labour Day weekend that happens the first weekend of September each year. That weekend in particular is the move in weekend for first year students at WLU, UW as well as Conestoga College.

During this opening weekend, the other event that is taking place is the Canadian National Exhibition in Toronto. Although this draws immense amounts of tourism, we feel as though the date selected is appropriate for the City of Waterloo and all that is offers to its residents. We will keep in mind that even though the CNE is a family attraction it takes place over a prolonged period of time that gives people an opportunity to attend the event during a time that best fits their schedule.

**TIMING**

Timing works out very well; students who take summer classes are still able to take advantage of the store opening, as well, those in high school preparing to leave for University or College. The city is full of students. Not only will the students be able to take advantage of Target opening in Waterloo, but those who reside in the area can partake in this event as well.

The time of year is particularly important to discuss because it has a lot to do with heavy traffic coming in and out of the city. August is a busy month for Waterloo with all the incoming students from surrounding areas, which means there is a possibility of out of town sales.

Time of day and the day of the week is important because the opening is happening at 6am on a Saturday morning. This allows people who work during the week the availability to attend the opening without having to take time off work. This will eliminate the rush hour traffic that comes with weekday evening.

**EVALUATION**

To determine whether our Target store opening was a success will be attributed to the percentage of sales that were given to charity, how much revenue was made throughout the day as well as how many customers were served. We will also look into at what times were our busiest and slowest and if people take advantage of our in-store offers.

By determining the amount of sales accumulated on the Saturday and Sunday we will be able to estimate the amount of flow the store may receive regularly. The projection of sales for our opening day will be determined by the amount of revenue collected. We will need to take into consideration any coupons that were used in transactions and any offers/promotions that would take away from store sales.

We will need to know the number of customers served in order to determine the amount of traffic expected for future days. As well as just knowing the number of people that the store attracts. Knowing which times are our busiest will help in determining how many people need to be on the floor at all times and how may cashiers will be needed.

We will need to calculate the amount of sales that are given to charity and minus that from our total income accumulated. This will help in determining whether giving proceeds to charity is something we will do on specific events throughout the year, (ex. Christmas, Easter etc.).

Although the numbers for the opening weekend will most likely be larger then potential projections for the following weeks after the store opening, it will give us a great estimate on how many people the store attracts and what we can expect in the future.