

Target Latin American Technology Plan

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Target Corporation is a multinational corporation based in Latin America. The wideness of the company punches the company to excel in designing and innovation, continuously through web development and technology advancement.

Berry, T., (nd), said that some of the important sections for developing a web plan are the market strategy, budget analysis, sales forecast and website strategy. Now further if we deal with the above sections, the specifics which the company should look for a better plan are:

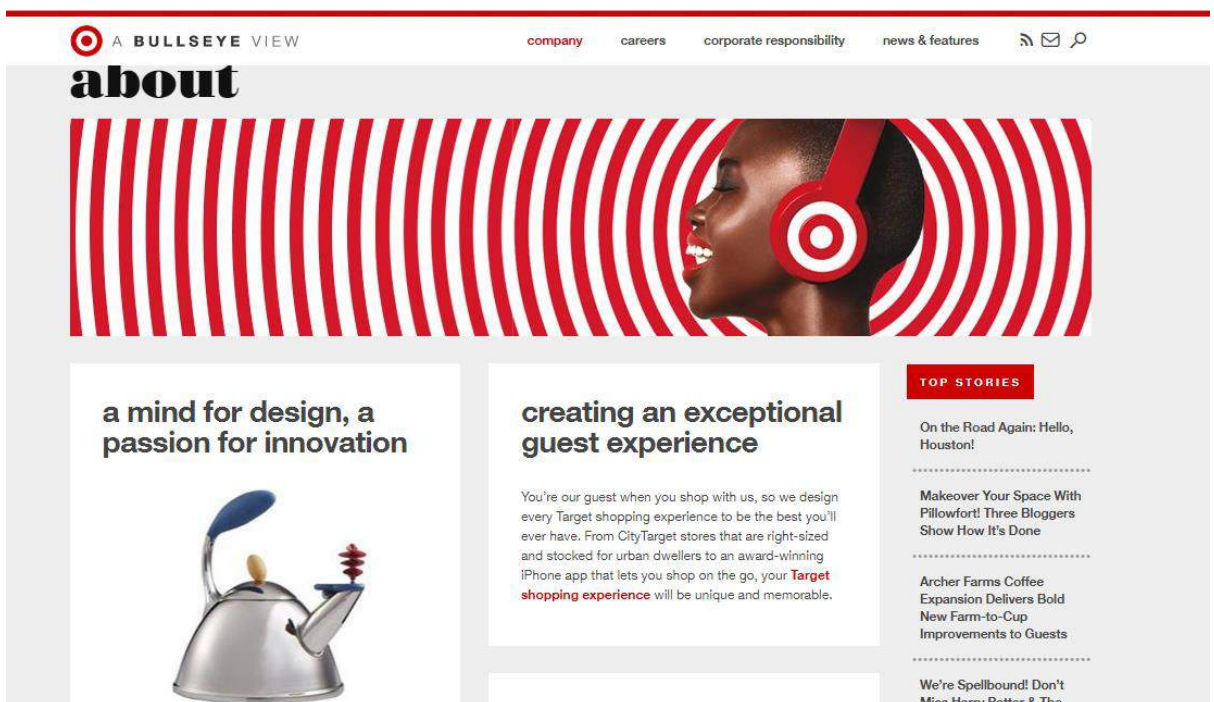
1. **Market Analysis-** it includes mainly the website demographics summary, industry analysis, and market analysis. This is done to see how the how are people in different areas accessing the websites and according to that, we have to develop the website to make it convenient for the consumers. According to the target website the median age of customers in 41, so the web design should more towards corporate look rather than some funky look for the young adults.
2. **Website Strategy-** the main components with regards to Target Corporation are site positioning and traffic forecast. Below is the prediction of IP traffic over the years (Cisco,white paper (2015-2020)).

By Geography (PB per Month)							
Asia Pacific	24,827	30,147	36,957	45,357	55,523	67,850	22%
North America	24,759	30,317	36,526	43,482	50,838	59,088	19%
Western Europe	11,299	13,631	16,408	19,535	23,536	27,960	20%
Central and Eastern Europe	5205	6434	8116	10,298	13,375	17,020	27%
Latin America	4500	5491	6705	8050	9625	11,591	21%
Middle East and Africa	1930	2698	3822	5380	7663	10,865	41%

The consumer internet traffic in Latin America will increase by more than 20% over the years

By Geography (PB per Month)							
Asia Pacific	14,534	18,052	22,955	29,193	37,012	46,709	26%
North America	13,097	16,659	20,793	25,520	30,720	36,780	23%
Western Europe	6957	8618	10,712	13,088	16,180	19,723	23%
Central and Eastern Europe	3481	4424	5764	7561	10,079	13,056	30%
Middle East and Africa	1192	1770	2692	4013	6013	8874	49%
Latin America	3111	3828	4704	5675	6831	8312	22%

1. Therefore proper website development is essentially an important aspect for the Target Corporation. Another thing which they need to develop is front end and back end resources.
2. 3. Strategy and Implementation – This is the most important part as to how they should be presenting themselves before the people online. Components which they need to focus upon is the competitive edge and website marketing strategy. They have to be innovative



The innovative and targeted interface of the company will make them liable to a number of customers online.

Exploring advanced technology in Latin America-

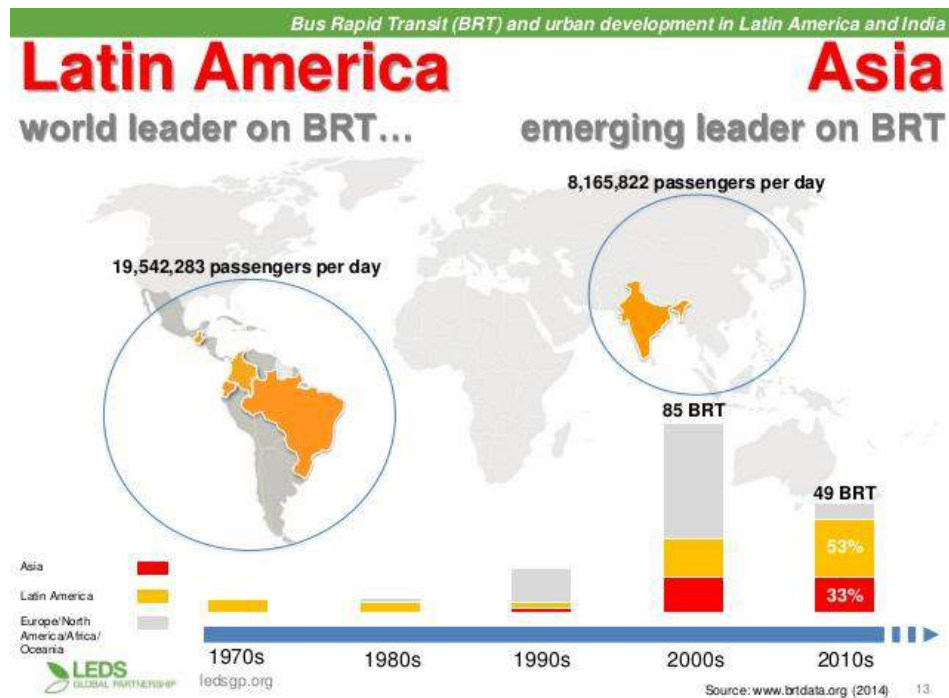
Technological innovation is changing the ways we are making things. Production now days is replaced by cost-effective and sustainable production. It has also increased the race to the green economy and eco-friendly development. With the advent of robotics, artificial intelligence and 3D printing, developed nations are pushing the less developed nations to bridge the gap.

Latin America is also excelling in latest technology. The United Nations Industrial Development Organisation (Gil-Martinez, L., & Arthur, C., (2015), is helping Latin America exploit their potential. National Cluster Platform of the Republic of Austria is been considered as a base to study the complementarities in advanced technologies in Latin America.

The framework of ECLAC's regional plan to integrate science, technology, and innovation projects, shall be used further in coming years in Latin America after their success in Uruguay.

Now this development is related to many factors directly or indirectly. When we consider of technology development we consider a corridor of development in which we also take care of infrastructure and transportation. Latin America has been lucky in

terms of gaining notice on the worldwide scale due to its bus rapid system.

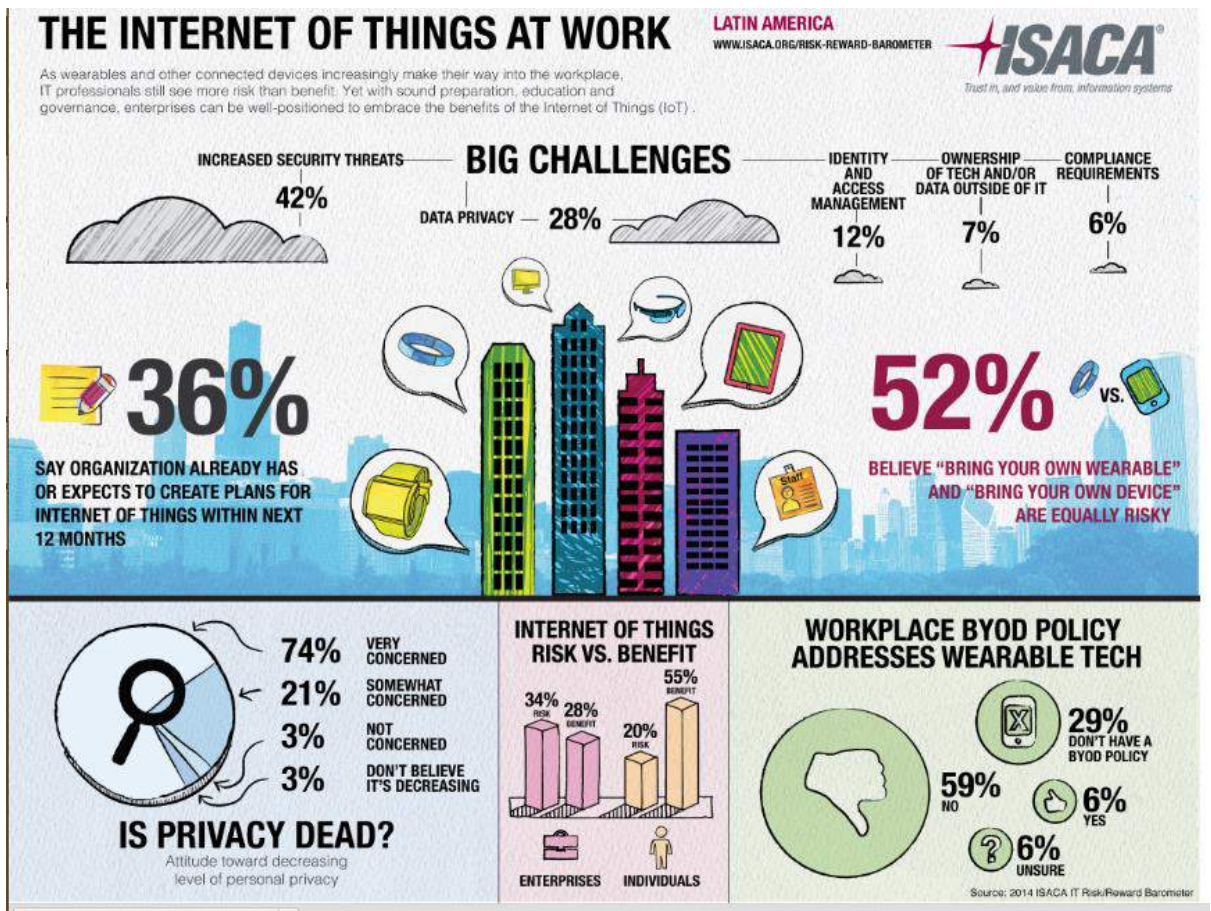


Now development in technology means that escalating through efficient means, so using the transportation network in some way to deliver services many be one of the cost-efficient ways to deliver services to people, mainly the offline services. They could also be used for publicity and marketing strategies.

Security and Risk Management:

With great advancements come great risks. The risk is a major factor in any online based organization or IT firms. Leaking of data and keeping news confidential is very

important to make sure that insider information is not misused.



Therefore, for competing in developing market is difficult than competing in developed countries.

References:

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