

A tall, rectangular sign for Target. The sign is light-colored with a large red bullseye logo in the center. The word "TARGET" is written in white, serif, all-caps font across the middle of the bullseye. Below the bullseye, the word "TARGET" is written in red, bold, sans-serif, all-caps font. The sign is set against a blue sky with scattered white clouds. Green trees are visible in the background and foreground. A portion of a building is visible on the left side.

TARGET

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TARGET

Company Industry

Retail

Company Main Product/Service:

- Target sells a wide variety of consumer goods, including clothing, electronics, groceries, home goods, beauty products, and household essentials. They also provide online shopping, delivery, and pickup services.



Company Primary Customers

- Everyday consumers and families looking for affordable, convenient, and stylish products. They serve both in-store and online shoppers.



Why Does This Company Need Cybersecurity?

- Target needs strong cybersecurity because it handles massive amounts of sensitive customer information like credit card numbers, addresses, and shopping data both in stores and online. As a large retail company, Target is a prime target for cyberattacks, including data breaches, malware, and ransomware. A previous major data breach in 2013 exposed customer and payment data, which showed how damaging cyber threats can be to the business, its reputation, and its customers. Strong cybersecurity helps protect financial information, secure transactions, maintain customer trust, and keep business operations running smoothly.

