

Analysis of Benefit-Target Corporation

Nearly everyone is at least somewhat familiar with Target stores; the famous bull's-eye logo is identifiable all across the United States. With the motto "Expect More, Pay Less", the company suggests that customers can expect more of everything; at more reasonable prices. (1) Target's commitment to the consumer, as well as its employment consideration and management style led Fortune Magazine to name it as one of the Most Admired Companies in 2005.

The Target Corporation prides itself on their department store roots with a constant obligation to great prices and stylish originality. The main focus of every Target store is the customer, whom the corporation refers to as a "guest", making them feel more personal. Each guest can expect to walk into a clean, organized, and easy to navigate store with "high quality, stylishly designed items plus all the essentials for his or her life". (1) The company also has a significant focus on design. The company employs a "design for all" strategy that says great design is for everyone to enjoy, everyday. The product designers know how to create products you will "love to live with and low prices you can't live without". (1) The commitment to design has become a key technique of attracting and keeping their shoppers coming back.

Target Corporation has many important human resource policies, from the corporation's hiring practices and diversity efforts, to benefits offered to its employees. The organization operates under a theory that maintains that "true excellence can be best achieved by focusing on areas of established strength and enhancing them, rather than concentrating only on repairing areas of weakness."(3) The company offers job opportunities in every division; the retail stores, distribution centers, and corporate offices. Possible career opportunities in the retail stores include assets protection management, which works to implement programs designed to

maximize safety, effectiveness, and efficiency; store leadership, which includes those who work to create a “fast-paced, energetic environment that delivers a consistent experience for both team members and guests”; and human resources, which works to support the mission of staffing, development, retention, and brand management. Corporate career opportunities include strategy; which works to consider guests’ comments and suggestions and propose business strategies that will improve the business, and supply chain and logistics; which works to provide what the customer wants, when they want it, and at the lowest possible cost.(1) The Target website has an entire section devoted to careers, and even a special section where college students and recent graduates can learn about what the organization has to offer in terms of employment.

The benefits offered at Target Corporation include health insurance, retirement and savings contributions, and also a competitive pay, a package known as “My Total Compensation”. Benefits are offered to all benefits to all team members. Exempt team members are offered a full benefits package. Non-exempt team members are offered a Full-Time, Part-Time or Limited benefits package based on average hours worked and position. The full benefits package provides a variety of health care options, including account-based plans with either a Health Reimbursement Account or a Health Savings Account. If employees are eligible for benefits and their coverage requires out-of-pocket health care and/or dental expenses, they can enroll in a Flexible Spending Account (FSA) for health care. This account allows anyone to reserve a portion of their paycheck as a tax-free fund for covering eligible healthcare expenses, and even offers online account management for their convenience. Employees can have a family savings account plan with a deductible of \$1,900 which cost about \$2,600 a year. Families choosing a traditional plan with a \$1,000 deductible pay about \$4,200 a year. In order to be eligible for the benefit, there is a waiting period of three to six months for full time workers and a

waiting period of two years for part time workers. According to a survey provided by the New York Times, more than half of full time workers eligible to sign up for health insurance sign up, which composes 38% of all workers. The routine care is inexpensive, but the long waiting period for part time workers is a negative.

Target provides a confidential Health Assessment to help employees understand and learn more about their personal health choices and risks. Based on the results, team members may be invited to join various health education programs. Programs include stress management, weight control, or back health and nutrition.

In addition, Health Coaches are available to provide health information and online resources for team members. They can also call a nurse to help diagnose any symptoms or look online to find personalized health tips and account balance information.

As for Dental Insurance, Target offers the following. For eligible employees and their dependents, Dental Coverage is provided through Delta Dental. Delta Dental is America's largest, most experienced dental benefits carrier. It is made up of independent, affiliated member companies. Delta Dental Plans Association is a not-for-profit organization with some for-profit affiliates. They offer a nationwide package of dental health benefits for a wide range of employers both large and small. Delta Dental members receive quality, cost-effective dental benefit programs and services. Employees get to choose their own dentist, or select an in-network dentist among a range of locations provided. Choosing an in-network dentist will maximize savings and reduce any out-of-pocket costs.

Different Prescription Drug coverage is available. It depends on the employee's health care plan. They can either fill their prescriptions through any retail pharmacy or use a Target Pharmacy. If they use a Target Pharmacy, they can use their 10% team member discount on their

out-of-pocket cost. Target also offers a mail-order program and 90- day refills at any Target Pharmacy.

Target offers counseling services to their employees when they need it. The Team Member Life Resources provides confidential Counseling, support and information 24 hours a day, 7 days a week. This service can help an employee juggle everything from child-care arrangements, to concerns about aging parents, to developing a healthy dinner menu. While they do offer health insurance to their team members, one must keep in mind the recent reports that Target has changed the healthcare plan to increase the amount that employees must contribute to their coverage.(4)

<http://www.nytimes.com/2007/11/13/business/13walmart.html>

