

Figure 1: The Main Graph shows the stock's trend.

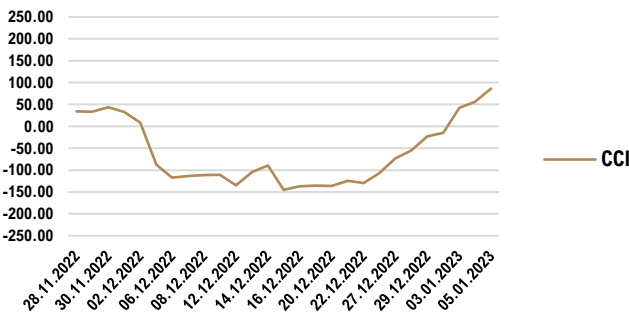


Figure 2: CCI indicates a potential buy signal

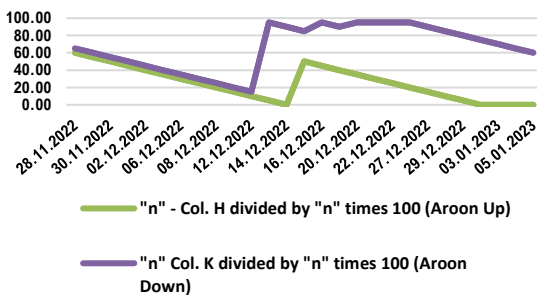


Figure 3: Aroon Indicator shows a buy signal

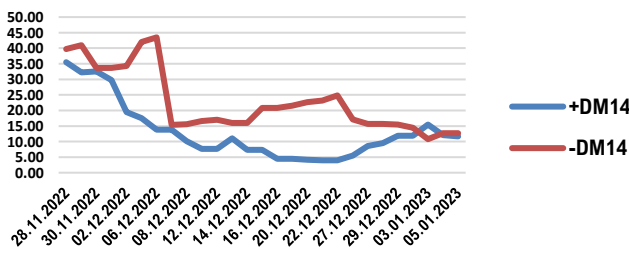


Figure 4: DMI Index depicts a buy signal

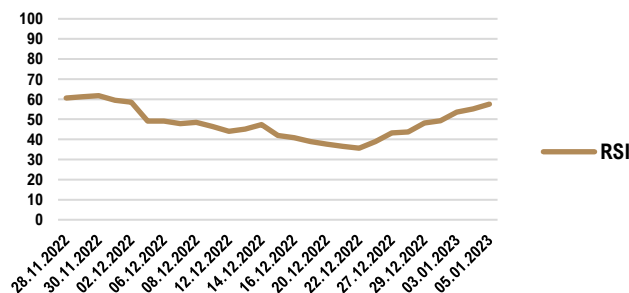


Figure 5: RSI is near 70

Firm's Brief Description

Target Corporation (Target) is a general merchandise retailer selling products through its stores and digital channels. The Company sells an assortment of general merchandise and food. The Company's product category includes apparel and accessories, beauty and household essentials, food and beverage, hardlines, and home furnishing and decor. Its general merchandise stores offer an edited food assortment, including perishables, dry grocery, dairy and frozen items. The Company operates over 1,941 stores and has stores of approximately 170,000 square feet offer a full line of food items comparable to traditional supermarkets. Its small-format stores have over 50,000 square feet that offer curated general merchandise and food assortments. Its brands include Art Class, Smartly, Auden, JoyLab, Smith & Hawken, Ava & Viv, Kindfull, Sonia Kashuk, Casaluna, Market Pantry, Threshold, Cat & Jack, Mondo Llama, Universal Thread, Cloud Island, More Than Magic, up & up, Colsie, Opalhouse, and others.

Fundamental Approach

- TD Bank, America's, announced a multi-year contract extension with Target Corporation, in which TD will continue to be the exclusive issuer of Target co-branded and private label consumer credit cards.
- Target and Apple Deepen Collaboration with More Shop-in-Shops and the Best Offer Available Through a Retailer on Apple Fitness+ and More.
- Comparable sales increased 2.7 percent, on top of 12.7 percent growth last year.

Technical Analysis

Regarding the main graph (Figure 1), Target's stock price is below the MA 10, and the MA 20 is above the MA 10. As a result, there is a slight downward trend in Target's stock price that indicates a buy approach. According to the CCI indicator (Figure 2), the index ranges from -150 to 50 and above; therefore, this shows an apparent neutral sign with a slight direction to buy. Considering the Aroon Indicator (Figure 3), it is argued that the Aroon Down line is above the Aroon Up one, establishing a sell signal. The +DI line is slightly above the -DI line in the fourth graph for the DMI Index (Figure 4), indicating a neutral to potential buy signal for Target's stock. Last but not least, by examining the RSI indicator (Figure 5), it appears to be around 60, which depicts a neutral to sell signal because the RSI line tends to move upwards and reach 70.

Prediction

Taking into consideration all the above indexes from the technical analysis and the latest news we conclude that a long position is slightly recommended as we don't have a strong buy signal because of the neutral signs.

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