



Supplier Portal: Frequently Asked Questions

Does my business qualify as a diverse-owned business?

To qualify as a diverse-owned business, your company must be at least 51% owned and controlled by a woman, ethnic minority, veteran, LGBT person, or person with disabilities.

How do I become a part of Target's Supplier Diversity program?

Follow these two steps to begin the process

1. Get certified as a diverse-owned business
2. Register in Target's Supplier Diversity portal

Does registering with the Supplier Diversity program ensure that Target will do business with me?

After a company is registered, Target teams can review information and determine opportunities. There is no guarantee of business and business is only awarded after a thorough vetting process with Supplier Diversity and the decision maker

Is it advantageous to have more than one diversity certification?

Target does not have a preference as to which certifications you have, but from a networking perspective, it can be helpful to have all certifications for which you qualify

Can you share a contact name for categories?

No, our team cannot share that information unless authorized. We recommend that you register on our portal to begin your relationship with Target.

Does Target require registration in the Range Me portal?

It is not required, but it is recommended for merchandise vendors.

As a food distributor, do we need to have a relationship with a distributor to work with Target?

Varies by category

I'm a Veteran Owned Business. What certification do I need?

Certifying through NaVOBA connects you to their network. We also accept certification through other federal veteran agencies.

I'm a certified diverse owned business and I've registered in Target's portal. What's next?

1. Be patient. It can be a long process.
2. Be prepared. Fortune 500 companies have high expectations. Suppliers (diverse or otherwise) typically do not get second chances.
3. Be targeted in your approach. Do your research and learn about the company you are pursuing.
4. Be focused on your strengths. Getting business outside of your core competencies does not guarantee your business will grow with a Fortune 500 company. In fact, failure could jeopardize future relationships.
5. Be in touch — but not too in touch when pursuing business opportunities. Ask when follow-up would be appropriate.

How do we get in touch regarding private label opportunities?

Register in Target's Supplier Diversity portal

Does it help if our products are being sold at other retailers?

If your products are being sold at other retailers, providing the data that supports your sales and success will help our team advocate for your brand by leveraging your data

How can I get in touch with Target's Supplier Diversity team?

Email Supplier.Diversity@Target.com. Our team monitors that inbox and will respond to you as soon as we are able

What type of merchandise is Target interested in buying?

We encourage you to visit our stores and website to understand our merchandise mix

What are my chances of being selected as a vendor?

We're committed to inclusion of diverse businesses. Your chances of being awarded business depends on your company's offerings and how it aligns to our business needs and opportunities

Does Target have capacity requirements for its suppliers?

While we don't have overall requirements, your company will have to have the scale to fulfill the product or category for our organization

How do I register?

You will need the following pieces of information:

- General company information including Company Name, DBA
- Address, website, Federal Tax ID, Dun and Bradstreet number, business email (an email that will not change with employee turnover)
- Two company contacts including names and contact information
- Business/financial information including year established, gross annual sales for the previous year, number of employees and legal structure
- Products and services information: (see "What We Buy"), product/service description (use specific keywords), geographical service area
- Diversity information: ethnicity, gender, diversity category, certification expiration
- Small Business Administration: qualifications as a small business
- Documentation: upload of supplier diversity certificate, marketing materials, quality certifications, etc.
- Top five clients and three references

Is there a cost to participate in Target's Supplier Diversity program?

There is no cost to participating in our program, but there are some variable costs associated with certification

I've registered but have not been contacted. Did you receive my profile?

If you completed your registration, you should have received a confirmation email from the portal. If so, we have received your profile and will review it and contact you if opportunities for your business arise

Is Target's Supplier Diversity team responsible for making purchasing decisions?

Target's Supplier Diversity team does not have the ultimate say in purchasing decisions, but does help provide those decision-makers with information and insight

I've lost my Supplier Diversity portal log in. What should I do?

Go to target.suppliergateway.com and click on the "Forgot Your Password" link

How do I get certified?

If you are a minority-owned business (MBE), visit www.nmsdc.org for more information on certification

If you are a woman-owned business (WBE), visit www.wbenc.org for more information on certification

If you are a veteran-owned business (VOBE), visit www.navoba.com for more information on certification

If you are a LGBT-owned business (LGBTBE), visit www.nglcc.org for more information on certification

If you are a disability-owned business enterprise (DOBE), visit www.disabilityin.org for more information on certification

Does Target post upcoming opportunities?

No, Target does not typically share any upcoming opportunities, as strategies can change often. For this reason, it is imperative you keep your information up to date in the Supplier Diversity portal.

How often does Target collect their Tier-2 spend data?

Target requires their non-diverse Primes to report their diversity Tier-2 spend data quarterly into the system. The reporting periods are listed below, please note all reporting periods have a 30 day grace period to get your spend entered.

Q1: 2/1-4/30 Opens 5/1 ** Due 5/30

Q2: 5/1-7/31 Opens 8/1 ** Due 8/31

Q3: 8/1-10/31 Opens 11/1 ** Due 12/1

Q4: 11/1-1/31 Opens 2/1 ** Due 3/1