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## Target breaks ground on first of 3 Isle stores

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Target Corp. officially broke first ground in Hawai'i yesterday at Kapolei.

It will break ground again today at its Salt Lake location, with both of those stores set to open in March 2009. And already the nation's No. 2 discount retailer is looking forward to opening a third Target outlet — in Kona on the Big Island just four months later.

Company officials said other stores would eventually follow in the state.

They also said they've never gotten a more enthusiastic welcome.

"We typically get great receptions wherever we go, but I can honestly say that no reception has topped what we've received here in Hawai'i," said Bryan Berg, regional senior vice president for Target, who is responsible for 482 Target outlets.

The discount retailer, which sells everything from appliances and clothes to housewares and toys, is valued by shoppers for its quality.

In coming to Hawai'i, Target will bring with it hundreds of new jobs.

Berg said Target has already begun the job selection process here.

"One of the things we've done over ... the past year is we've recruited some folks right off the campus of the University of Hawai'i," he said. "And they are now doing training in our Mainland stores to learn Target and then they are going home and help us open here.

"Once we get a presence established here we'll be able to recruit right off the campus and in the community, and train them here. Today we're planning for 200 to 300 (employee) team members per store. But the number could grow beyond that, depending on our business."



### TARGET: BY THE NUMBERS



Company spokeswoman Brie Heath said Kapolei was chosen partly because of its growth potential, and also because O'ahu's Second City is "a good fit" for Target. Similarly, she said, the Salt Lake location will serve the needs of that community.

Target stores in Hawai'i will not be identical to those on the Mainland, she said.

Heath said Target outlets in Hawai'i would obviously carry many of the same products that the company sells everywhere. But she said the company is committed to finding items that will differentiate it from other stores in the state.

"Something we've heard loud and clear since we've been coming here for the past two years is that we (need to) carry local, authentic Hawaiian merchandise," she said.

While the company is still trying to sort out what specific local item mix it will offer, Heath said she had no doubt the selection will be welcomed by the community and will keep with Target's customary complement of quality products.

Target operates exclusively in the United States. Hawai'i will be the 49th state it has entered.

#### **WHAT TOOK TARGET SO LONG TO GET HERE?**

"It's never been about not wanting to be here," Heath said. "It was, one, finding the right site. But, two, we tend to take a lot of time in researching and making sure that we're 100 percent ready to go. This is a long-term commitment."

Berg added that Hawai'i offers unique demands because of its location.

"Logistics are challenging here — there's no doubt about it," he said. "As we've made our plans we've been working through how do we get our supplies here? And the timing of making sure we can stay in stock with the right amount of merchandise at the right times. And, then, finding the right real estate and making sure we had the right partnerships before we went into it."

Jon Radtke, who has managed Target stores in Minnesota for 14 years, said he's ecstatic about being asked to manage Target at Kapolei Commons, the to-be-built shopping complex at Kapolei Parkway and Kalaeloa Boulevard.

In addition to Target, which will be the anchor store, the center will include Borders Books & Music, Circuit City, Sports Authority, Office Max, Petco, Bank of Hawaii and a multiscreen Regal Theater, among other facilities.

"I can't tell you how excited I am to be here," Radtke said. "The people here have been so welcoming it has been unbelievable. It's crazy. Everywhere we go, when we tell people what we're doing here, they go, 'Target! Oh, when's it going to open?' And, then, 'Can't you open it sooner?' "

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