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Costco was one of the leading wholesale clubs in the entire wholesale industry, having a sale volume of \$34 billion in the year 2001. The variance of Costco and SAM'S is that Cost co targets wealthier customers, small business owners and middle-class shoppers. Nevertheless, Costco had 365 warehouses, which was lesser than SAM'S 528 stores.

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The A case is a financial statement, ratio analysis case involving a high-growth retail company. The case begins with an individual shareholder in the Costco Wholesale Corporation who is trying to evaluate the operational performance of the business she has invested in over the last five years.

Team 1 -Costco Wholesale Corporation Case Analysis

Costco Wholesale Corporation PESTEL & Environment Analysis

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Costco focuses on generating high sales volumes and rapid inventory turnover by providing quality, brand name merchandise to its members. Currently, there are two levels of membership, Business and Gold Star (Individual). Both of these memberships have an annual rate of \$55 which includes two cards.

Costco Wholesale Corporation develops strategies that address the opportunities and threats identifiable in its PESTEL/PESTLE analysis. The PESTEL/PESTLE analysis model enumerates the external factors in the firm's remote or macro-environment that act as opportunities or threats in the business.

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Purpose of this Case Study To examine Costco's business structure and strategy and how those relate to industry success 5. Case Summary • End of 2008 - \$71 Billion in Sales - 550 stores world-wide • 54 million members - Avg yearly income \$70,000 • Quality merchandise • Low price • Rapid inventory turnover 6.

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About Costco Wholesale Corporation : Costco Wholesale Corpora-

tion and subsidiaries, operational since 1983, is a warehouse company with operations in eleven countries. The company is headquartered in Issaquah, Washington, United States and has over 239,000 full and part-time employees worldwide as of 2018.

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Costco Wholesale Corporation PESTEL analysis is a strategic tool to analyze the macro environment of the organization. PESTEL stands for - Political, Economic, Social, Technological, Environmental & Legal factors that impact the macro environment of Costco Wholesale Corporation.

Costco Wholesale's Strengths (Internal Strategic Factors) Costco Wholesale's strengths are linked to the company's current operations and strategies. The strengths in the SWOT analysis model are the capabilities (internal strategic factors) that firms use for profitable business. In Costco's case, the following are the most notable ...

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