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## COSTCO WHOLESALE CORPORATION SWOT & PESTLE ANALYSIS

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**Company Name :** Costco Wholesale Corporation

**Company Sector :** Retail

**Operating Geography :** United States, North America, Global

**About the Company :**

Costco Wholesale Corporation 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 288,000 full and part-time employees worldwide as of 2021. With 750 warehouses in hundreds of locations across the globe, Costco provides a wide selection of merchandise, plus the convenience of specialty departments and exclusive member services, all designed to make shopping experience a pleasurable one. This American multinational corporation stock and sell quality, brand name merchandise at considerably discounted pricing than are conventionally available at other wholesale or retail sources. The business model of Costco revolves around helping small-to-medium-sized businesses scale down cost prices for resale and for everyday business use. Individual members are also permitted to buy in bulk for their personal use. This cash and carry retailer's primary goal is to sell products at low prices, often at very high volumes. Costco has announced its summer expansion plans to open new stores around the world, with up to 28 new warehouses expected to open by 2022, including 10 that will open in the coming months.

Costco Wholesale Corporation's USP or Unique selling proposition lies in being the largest American membership-only warehouse club. The mission statement of Costco is: "To continually provide our members with quality goods and services at the lowest possible prices".

**Revenue :**

US \$195,929 million – FY ending 29th August 2021 (y-o-y growth of 18%)

US \$166,761 million – FY ending 30th August 2020

## SWOT Analysis :

The SWOT Analysis for Costco Wholesale Corporation is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1.First mover advantage</li> <li>2.Operational and supply chain efficiency.</li> <li>3.Strong Brand value</li> <li>4.Commitment to Quality</li> <li>5.Broad Range of merchandise</li> <li>6.Private label brand</li> </ol>	<ol style="list-style-type: none"> <li>1.Dependent on the operations in the U.S and Canada</li> <li>2.Wafer thin profit margins</li> <li>3.Unattractive displays with low convenience to customer.</li> <li>4.Limited offering of Merchandize</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.International expansion</li> <li>2.Increasing member base</li> <li>3.High growth potential through strategic alliances</li> </ol>	<ol style="list-style-type: none"> <li>1.Intense Competition</li> <li>2.Fluctuations in Foreign Exchange Rate</li> <li>3.Reputational harm due to lawsuits filed over its treatment of chickens</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Costco Wholesale Corporation is given below:

Political	Economical
1.Impact of changes in tariffs 2.Effect of Tax Cuts and Jobs act	1.Effect of fluctuations in US and Canadian economy 2.Exchange rate fluctuations 3.Disruptions in the supply chain due to Covid-19
Social	Technological
1.Low unemployment levels 2.Buying preference shift of millennials 3.Growing acceptance of Private labels	1.Omni channel opportunities 2.Digital payments is a growing payment mode in retail 3.Internet of Things can be the future of Retail
Legal	Environmental
1.Legal Disputes related to product safety 2.Intellectual property rights and trademarks	1.Impact of climate changes and natural catastrophes 2.Concern on environmental issues

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