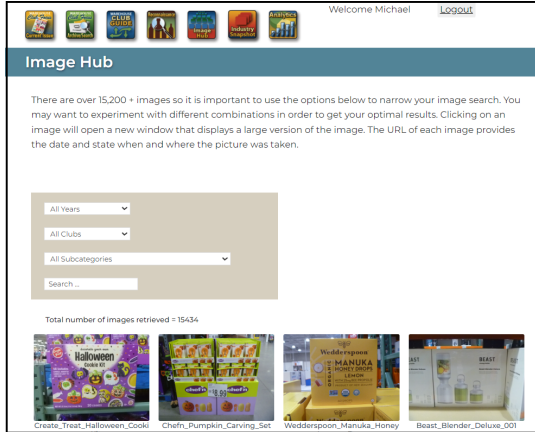


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## Costco Business Center

The warehouse club industry began when The Price Club opened its first location in San Diego, California in 1976. The initial strategy only allowed small business owners to become members.

In an interview in the July, 2001 edition of *The Costco Connection*, the late Sol Price, who founded The Price Club with his son Robert, said, “Our sales [at the first location on Morena Boulevard] were only \$32,000 in our first week, and it got worse from there. We knew there was a market for the small business owner who needed goods like office supplies and other things to help them run their business.”

After opening that initial location, The Price Club’s membership program was expanded to include consumers such as public service employees, government employees and selected banks and financial institutions. Consumer members provided traffic and the opportunity for larger sales. With that change, The Price Club thrived with sales of both wholesale and consumer members growing in tandem.

## Costco’s Consumer Focus

When Costco opened its first location in 1983 in Seattle, Washington, it was led by Jim Sinegal, a former executive vice president at The Price Club who left the company in 1978, and Jeff Brotman, a lawyer and retail entrepreneur.

Brotman explained the importance of the wholesale member to Costco in a 2004 article from *MMR*. Brotman said, “We recognized very early the key role that small businesses play in a community. We also understand that small business people represent the real wealth of a community.”

However, Costco recognized that consistent long-term growth would come from selling high quality merchandise at a value to consumer members. Jon Gertner profiled Costco in a 2003 article in *Money* magazine.

Gertner said, “High-end items are the key to understanding Costco’s cultish national appeal. Costco is good – indeed, Costco is exceptional – at knowing what middle-class Americans need: peanut butter, paper towels, Snickers bars and lot and lots of toilet paper. But more important, Costco has refined the art of understanding what we dream about. And then, once Costco figures out what those dreams are, the store prices items at an irresistible discount. In doing so Costco is not only altering the way American consumers purchase luxury: Costco is altering the way American consumers perceive value.”

Costco’s consistent and growing focus on the consumer member is reflected in the composition of its membership and its item assortment.

**Membership** – The percentage of paid consumer members has consistently increased at Costco. In 1988, Costco’s paid membership was comprised of 54% business and 46% consumers. By 2001, Costco’s paid membership was comprised of 38% business and 62% consumers. At the end of its 2021 fiscal year in August, 2021, Costco’s paid membership was comprised of 19% business and 81% consumers.

**Item Assortment** – The percentage of items targeted to wholesale members has consistently decreased. Every year, *WCF* analyzes all the categories at BJ’s, Costco and Sam’s Club. Part of that analysis includes subjectively counting the number of items in each category that target either a business (see picture on the right from the Costco Business Center in Westminster, California on March 21, 2022 of a #10 can of Teasdale chick peas for \$4.49) or consumer member.

An item is considered a wholesale SKU if it could be used within a commercial setting by one of the nine typical club business member types (beauty salons and barber shops, convenience stores, child care facilities, contractors and repair/maintenance shops, vending operators, offices, restaurants and foodservice operators, hotels and motels and religious organizations). If it can’t, the item is considered a consumer item.



Business Center—Teasdale Chick Peas



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Costco stocks approximately 3,620 items, the smallest assortment among the three clubs. In 2008, Costco stocked approximately 1,044 wholesale items. That number decreased to 669 wholesale SKUs in 2018 and further decreased to 616 wholesale products in 2021.

### Business Center – Background

Focusing more on the consumer member in its traditional locations meant the wholesale member would potentially find other sources for their business needs. Costco recognized this back in 1991 as it created a division that supplied merchandise directly to wholesale members. That division, which currently has its own buying group, is called the Costco Business Center (see picture on the right from the Costco Business Center in Westminster, California on March 21, 2022).



Business Center—Westminster, CA

A traditional Costco location averages 146,000 square feet while a typical Business Center averages 115,000 square feet. A Business Center targets the following wholesale members: convenience and grocery stores, vending trucks, janitorial, gasoline stations, restaurants, professional offices, schools/day care centers, assisted living facilities and bakery/café/deli stores.

A typical Business Center ([costcobusinesscenter.com](http://costcobusinesscenter.com)) will stock approximately 3,100 items and 70% or more of those products are not stocked at a traditional club location. Food products represent approximately 65% of that assortment. Business Centers, generally, do not stock consumer apparel, jewelry, music, seasonal, toys, sporting goods and books. Business Centers typically operate from 7 am to 6 pm Monday through Friday, 7 am to 4 pm on Saturday and are closed on Sunday.

### Business Center – Competitive Advantage

A typical Business Center will have a delivery radius of approximately 50 miles. With its hybrid format of walk-in and delivery, the Costco Business Center provides the company with several competitive advantages.

The two most important competitive advantages include: the Costco Business Center better meets the needs of wholesale members (see picture on the right from the Costco Business Center in Westminster, California on March 21, 2022 of a 600-count case of 16-ounce Coca-Cola branded paper cups from Graphic Packaging for \$34.99) and enables traditional Costco locations within that delivery radius to increase its number of consumer items. For example, Costco operates 23 locations in Illinois of which nine are in the Chicago market. One of those Chicago locations is a Costco Business Center in Bedford Park (a former traditional club that was converted in 2015).



Business Center—Coca-Cola Cups

A 50-mile radius from this location includes 20 of the remaining 22 other traditional Costco locations (East Peoria and Champaign are the only clubs outside that 50-mile radius). So, theoretically, a Costco business member who shops at any one of those 20 traditional locations could use the Costco Business Center as its primary product source by shopping at the building or having merchandise delivered.

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The Costco Business Center provides four other distinct competitive advantages. Where a Business Center exists: BJ's and Sam's Club can't meet the needs of its business members in the same way, Costco can potentially acquire business members that used to shop at BJ's and Sam's Club, Costco buyers can be more creative when it comes to developing consumer items for its traditional locations due to its reduced wholesale selection in those buildings and the full line selection of a Business Center enables Costco to market the operation to customers who might not have considered the retailer previously.

**Business Center - Expansion**

Up until 2014, Costco increased the number of Business Center locations at a very conservative rate. It operated three Business Centers in 1998 and by 2010, it increased that total to just ten locations. Since 2014, Costco has grown the division more aggressively.

Costco currently operates 29 Business Center locations including five in Canada and 24 in the United States. The 30<sup>th</sup> Business Center will open in Canada in Anjou, Quebec in June, 2022. In its recent quarterly conference calls, Costco said that it will open approximately two to three Business Center locations annually for the foreseeable future.

Costco currently operates 132 total locations in California including 121 traditional clubs and 11 Business Centers. In California, there are 11 traditional locations for every one Business Center. If that ratio is applied nationally and in Canada, Costco could eventually operate 55 Business Centers in the United States and ten in Canada.

**Business Center – Westminster, California**

The Costco Business Center in Westminster, California was opened in December, 2015. WCF visited the location on March 21, 2022 (see layout on the right). The following are observations from that visit:

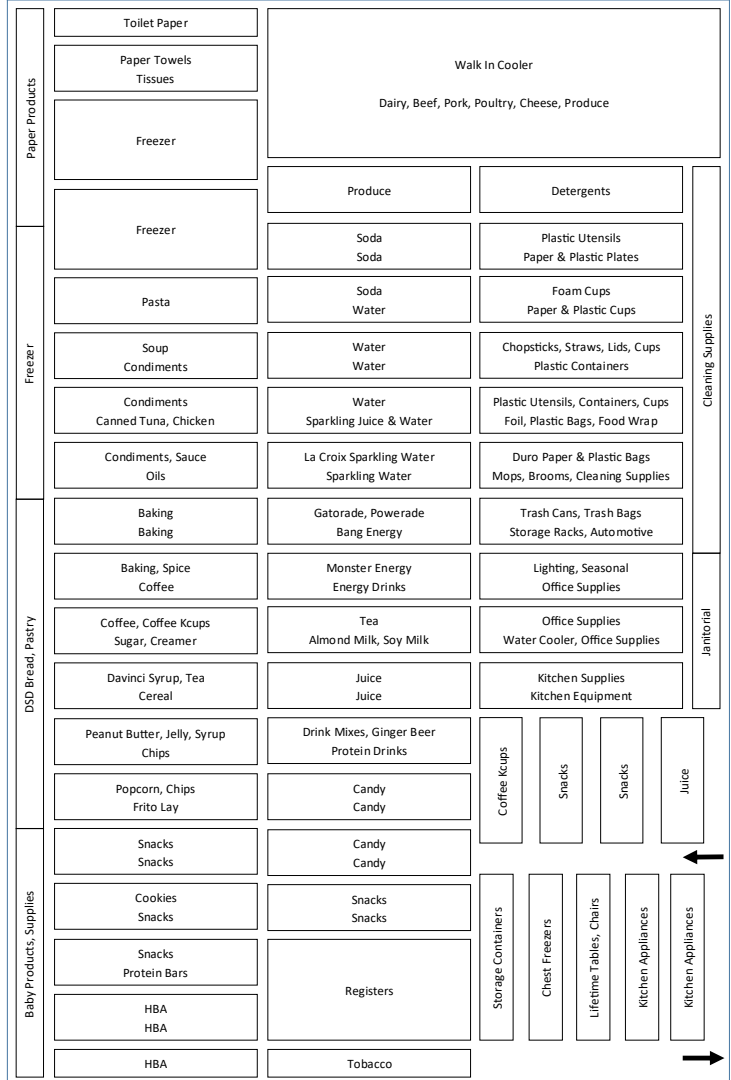
**Single Brand Assortment** – A traditional club will stock the top selling products from a brand/company. The Business Center will stock a larger to full selection of the different flavors/types from a single brand/company. All of the following are single flavor case-sale or foodservice size products.

For example: 19 foodservice spice SKUs were stocked from Olde Thompson (see picture on the right of an 80-ounce bottle of cracked ground pepper for \$23.99 and a 124-ounce bottle of lemon pepper for \$27.99), 16 syrup products were stocked from Davinci Gourmet, four tea SKUs were stocked from Ito En, nine energy drink products were stocked from Red Bull, 13 energy drink items were stocked from Monster, 11 energy drink products were stocked from Bang, 13 paper and plastic bag items were stocked from Duro, 11 sparkling water SKUs were stocked from La Croix and four energy drink products were stocked from Rocket.

**Health and Beauty Aids** – The Business Center stocked a variety of health and beauty aid resale items for convenience and grocery stores. The selection included: a display box of fifty 1-count packs of Advil sinus congestion and pain pills for \$16.99, a case of six 2-ounce bottles of Gillette foamy shaving cream for \$8.99, a display box of fifty 2-count packs of Motrin ibuprofen tablets for \$10.39, a case of four 1-ounce bottles of Purell hand sanitizer for \$4.99 and a case of eighteen 1.2-ounce bottles of Scope mouthwash for \$11.99.

**Costco Business Center—Westminster**

Opened—December, 2015—Layout—March, 2022



Business Center—Olde Thompson Spices

**Kitchen Supplies** – The Business Center stocked a variety of foodservice supplies that included: beverage equipment, catering supplies, food storage items, kitchen appliances, restaurant furniture, signs, cooking equipment, food preparation supplies, freezers, prep tables and refrigeration.

Some of the kitchen supply items included: a pair of 10-inch cook's knives from Russell International for \$14.99, a pair of seven-inch santoku chef's knives from Russell International for \$14.49, a stainless steel poultry shear/scissor with detachable blades from Russell International for \$18.99, a box of six 16-ounce clear squeeze bottles from Winco for \$4.69, a commercial digital thermometer with a temperature range of negative 40-degrees fahrenheit to 450-degrees fahrenheit from Taylor for \$10.99, a dual event timer with a clock, an LCD display and batteries from Taylor for \$4.79 and a set of two commercial refrigerator and freezer thermometers with a temperature range of negative 20-degrees fahrenheit to 70-degrees fahrenheit from Taylor for \$3.79.

**Bread and Pastry** – The Business Center stocked a variety of pre-wrapped and labeled for resale bread, rolls, cakes, muffins and pastries from a variety of suppliers. Some of those items included: a case of eight 4-ounce slices of banana bread from Bon Appetit for \$10.99, eight 4-ounce slices of cheese coffee cake from Bon Appetit for \$10.99, eight 5-ounce bear claws from Bon Appetit for \$10.99, twenty-four 3.5-ounce chocolate chunk cookies from Cougar Mountain for \$19.99 (see picture on the right), twenty-four 3.5-ounce snickerdoodle cookies from Cougar Mountain for \$18.99, eight 4-ounce blueberry muffins from Schwartz Brothers for \$9.99 and ten 4-ounce cranberry orange scones from Schwartz Brothers for \$12.99.



Business Center—Cookies

**Snacks** – The snack selection included case sale boxes of larger sized bags of Frito Lay products. The assortment included: a case of sixty-four 2-ounce bags of crunchy Cheetos from Frito Lay for \$31.49, a case of sixty-four 1.5-ounce bags of barbeque Lay's potato chips from Frito Lay for \$31.49, a case of sixty-four 1.5-ounce bags of Lay's potato chips for \$31.49 and a case of sixty-four 1.5-ounce bags of Ruffles potato chips from Frito Lay for \$31.49.

Other snack items included: a case of twelve 3.47-ounce packages of Ritz crackers from Nabisco for \$18.99, a case of fifteen 2.5-ounce bags of Planter's honey roasted peanuts from Kraft Heinz for \$7.59, a case of fifteen 2.5-ounce bags of Planter's salted peanuts from Kraft Heinz for \$7.59, a case of forty-eight 1-ounce bags of Planter's salted peanuts from Kraft Heinz for \$7.69 and a 51-count variety case of Kirkland Signature private label snacks (ten chewy bars, ten nut bars, ten trail mix bags, six dried blueberry bags, five salted almond bags, five salted cashew bags and five salted peanut bags) for \$28.99 (see picture on the right).



Business Center—Kirkland Signature Snacks

**Dry Grocery** – Some of the foodservice dry grocery products included: a 100-count case of 1.4-ounce cups of breakfast syrup from Smucker's for \$11.99, a #10 can of Del Sol crushed tomatillos for \$4.99, a #10 can of Del Sol sliced jalapenos for \$3.99, a case of four 40-ounce bags of Fresh Gourmet homestyle croutons for \$17.99, a one-gallon bottle of Ken's thousand island dressing for \$12.49, a one-gallon bottle of Ken's tartar sauce for \$10.99, a one-gallon bottle of Kraft ranch dressing for \$10.49, a 500-count case of one-gram packets of N'Joy crushed red pepper for \$6.99, a package of two #10 cans of Lindsay sliced ripe olives for \$18.99, two 10-pound packages of elbow macaroni from Dakota Growers for \$15.99 and two 10-pound packages of fettuccine from Dakota Growers for \$15.99.

**Sundries** – The Business Center stocked a variety of sundry products. In detergents and cleaning, Costco stocked: a commercial stainless steel wall mounted hand dryer with a drying time of 10 seconds from Alpine for \$164.99 and a case of twenty 250-count toilet seat covers from Vital Solutions for \$39.99.

In paper products, Costco stocked: a 50-count case of 12-inch pizza boxes with a depth of 1.75-inches and air vents from Arvco for \$15.99, a 50-count case of 16-inch pizza boxes with a depth of 1.75-inches and air vents from Arvco for \$25.99, a four-cup beverage carrier that can hold eight-ounce to 32-ounce cups from Cruiser Mover for \$6.99, a 250-count case of 10-inch by 12-inch 100% recycled brown paper shopping bags with a handle from Duro for \$74.99 and a case of sixteen 10-count on-the-go ultra three-ply packages of facial tissue from Kleenex for \$3.99.

The plastic and foil assortment included: a 2,000-count case of 6.5-inch by eight-inch grease resistant white pastry, cookie and sandwich bags from Bagcraft for \$43.99, a 200-count case of nine-inch hinged lid clear plastic containers from Durable Packaging for \$57.99 and a 1,000-count case of sixteen-ounce translucent plastic cups from Fabri-Kal for \$97.99.

**Freezer** – The frozen assortment included resale and foodservice products. The resale items included: a case of twelve 7-ounce Don Miguel breakfast burritos with egg, sausage and cheese for \$17.99, a case of twelve 7-ounce Don Miguel chicken burritos with dark meat chicken, cheese and green chiles for \$17.99, a case of twelve 3.6-ounce cups of Haagen Dazs vanilla ice cream for \$10.99 (see picture on the right), a case of twelve 3.6-ounce cups of Haagen Dazs strawberry ice cream for \$10.99 and a case of twenty-four 4-ounce M&M vanilla ice cream cookie sandwiches for \$23.99.



Business Center—Haagen Dazs Ice Cream Cups

The foodservice frozen food items included: a case of two 32-ounce packages of Ivar's chicken noodle soup for \$10.99, a case of two 32-ounce packages of Ivar's clam chowder with bacon for \$12.99, a 100-count case of 2.25-ounce Bridgford old south buttermilk biscuits for \$28.99, a 120-count case of 1.76-ounce Kirkland Signature chocolate chunk cookie dough for \$20.99, six 12-ounce Swift USDA choice cut New York strip steaks for \$67.99, six 44.8-ounce bags of golden hash brown patties (2.25-ounces each) from Ore Ida for \$25.99 and a five-pound bag of Aqua Star calamari steaks (four to six-ounces each) for \$21.49.

**General Merchandise** – Some of the general merchandise products included: a case of fourteen 4-count resaleable AA battery packages from Duracell for \$49.99, a case of eighteen 2-count resaleable AAA battery packages from Duracell for \$39.99, a 100-count case of 2.25-inch wide by 75-foot long rolls of thermal paper from Forest Select for \$49.99 and a 48-count case of 3.125-inch wide by 230-foot long rolls of thermal paper from Forest Select for \$65.99.

## WCF Visits Costco and Sam's Club in Southern California

WCF visits warehouse clubs around the world to search for information that provides subscribers with a unique insight into their buying and operating strategies. These visits enable us to keep readers informed about current merchandising techniques, product changes and packaging at the club level. Our observations also provide manufacturers with ideas and strategies they can use to improve their business with the warehouse clubs regionally, nationally and internationally.

In March, 2022, WCF visited five clubs in Southern California including: Costco in Signal Hill (opened 1986), Lakewood (opened 2009) and Hawthorne (opened 2000) and Sam's Club (see picture on the right of a Brother computerized sewing machine with 80 built-in stitches and bonus software for \$179.98) in Long Beach (opened 1994) and Fountain Valley (opened 2006). The following are observations from those locations:



Sam's—Brother Sewing Machine

**Freezer** – Some of the unique freezer items at Sam's Club included: a 200-count case of 0.35-ounce mini buttermilk pancakes from Hungry Jack for \$9.98, a package of three 9-ounce keto pad thai bowls with hearts of palm noodles, vegetables, scrambled eggs, sauce and coconut from The Perfect Bite for \$12.48, a case of eight 12.5-ounce teriyaki chicken bowls with rice, vegetables and sauce from Hawaiian Style Bowls for \$14.48, a case of eight 5.2-ounce plant based frittata sandwiches with spinach, egg white and plant based sausage from Jimmy Dean for \$12.48 and a 28.22-ounce package of Cauli Crumble vegetable grounds that is used to replace meat in any meal with cauliflower, peppers and peas from Big Mountain for \$9.98.

Costco stocked several unique frozen items. The assortment included: a case of eighteen 2-ounce plant based egg folds from Just Egg for \$14.89, a case of six 12.5-ounce chicken, rice and vegetable bowls with teriyaki sauce from CJ Bibigo for \$13.99, a case of four 1-pint containers of dark chocolate non-dairy avocado frozen dessert from Cado for \$14.99, a case of nine 3-ounce chocolate dipped crunchy peanut butter and oat-milk ice cream swirl bars from Must Love Oats for \$9.89, a case of six 16-ounce bottles of café latte concentrate from Lee's Coffee for \$17.59 (see picture on the right), a case of six 8-ounce packages of shrimp fried rice with carrots, eggs, edamame and peppers from CJ Bibigo for \$14.99 and a 27.9-ounce package of everything bagel crusted cod from Gorton's for \$14.99.



Costco—Lee's Coffee

**Gardening** – Sam's stocked four fruit and vegetable plants from Bonnie Plants. Members are provided a three-unit carrier and they can choose any combination from the four SKUs. The retail price is \$16.97 and the four plants included: a husky cherry red tomato plant, a bush early girl hybrid tomato plant, a strawberry plant and a sweet basil plant.



**Pet** – Some of the unique pet items at Costco included: a 160-count bag of 0.2-ounce peanut butter apple protein treats for dogs from Because It's Better for \$12.99, a 40-ounce package of duck jerky dog treats from Butcher's Naturals for \$13.49, a 150-count box of pet training pads from Glad for \$33.99, a rechargeable automatic tennis ball launcher for dogs with three tennis balls from Momentum for \$39.97 (see picture on the right) and a 48-ounce package of blueberry soft baked dog treats from Shameless Pets for \$12.49.

Costco's pet selection also included three items from Freshpet that were merchandised within two vendor-supplied coolers. The items included: six 16-ounce packages of grain free bites for small dogs with chicken, carrots, sweet potatoes and cranberries for \$15.99, six 16-ounce grain free complete meal bites for dogs with chicken, cranberries and spinach for \$18.89 and a case of four 24-ounce grain free rolls for dogs with chicken, spinach and potato for \$13.99.



Costco—Momentum Ball Launcher

**Fresh Prepared** – Sam's stocked six Member's Mark fresh prepared food items that WCF had not observed previously. Three of those products were smaller, individual-sized SKUs: a 2.27-pound chicken taco kit with chicken, corn, beans, salsa and rice for \$11.28 or \$4.98 per pound, a 1.8-pound container of macaroni and cheese for \$4.50 or \$2.48 per pound and an 11-ounce meat, cheese, pepperoni and tomato snack kit for \$3.08 or \$4.48 per pound.

The other three items included: a 7.58-pound container of bacon and cheddar cheese stuffed pork chops for \$16.75 or \$2.21 per pound, a 2.83-pound container of rotisserie chicken salad for \$14.07 or \$4.98 per pound and a 2.85-pound container of shrimp with cocktail sauce for \$25.59 or \$8.98 per pound.

**Health and Beauty Aids** – The health and beauty aid selection at Sam's Club included: a variety package of four 3.8-ounce tubes of Colgate toothpaste using dreamtube technology with polish, replenish, revitalize and freshness for \$15.98 (see picture on the right), a package of two 22-ounce bottles of cool rush body wash from Degree for \$9.98 and a package of two 10-ounce tubs of pure collagen peptides from Dose & Co. for \$34.88.



Sam's—Colgate Toothpaste

**Deli** – Costco's deli assortment included the following unique products: a 47-ounce container of turkey spinach lasagna from Cedarlane for \$12.89, a 25-ounce package of Chef Hak's carrots with maple Dijon glaze for \$10.99, a 32-ounce container of vegan 100% plant macaroni and cheese from iEatGrass for \$10.79, a 40-ounce container of truffle brie and parmesan cavatappi from Main Street Bistro for \$11.99 and a 29.6-ounce container of Korean beef japchae with noodles, beef, vegetables and a sweet and savory sauce from Monterey Gourmet for \$12.49.

Other deli items at Costco included: a 48-ounce container of Hawaiian style charbroiled chicken with teriyaki sauce and pineapples from Naples Kitchen for \$20.99, a package of two 6.25-ounce turkey cobb salads from Ready Pac for \$6.79, two 24-ounce containers of farmers market heirloom rotisserie potatoes drenched in chicken drippings from Roli Roti for \$9.79, two 19-ounce containers of broccoli salad from Souplantation for \$10.99 and a 12-ounce cheese board from Taste of California with cow and goat milk cheese, lavender fennel goat cheese and toma herb de Provence cheese for \$17.99.

**General Merchandise – Sam's Club** – In automotive, Sam's Club stocked: a Michelin programmable tire inflator for \$39.98 and a Noco Boost lithium jump starter that holds 20 jumps per charge with a carrying case for \$89.98. In the book category, Sam's Club stocked: an Epic Labs veterinary science stem kit with three animal models for \$14.98 (see picture on the right), an Imagine pirate craft collection with a book and five crafts for \$12.98 and an Ooze Labs chemistry station kit with 20 experiments for \$29.98. In toys, Sam's Club stocked: a five-piece Minnie Mouse ear set with one each of iconic, glam, bold, sweet and fun from Disney for \$24.98 and a seven-piece Pokémon Alakazam V-box promotion card set for \$24.98.



Sam's—Epic Labs Veterinary Science Kit

In detergents and cleaning, Sam's Club stocked: a package of two 27-ounce bottles of Febreze unstoppable fresh fabric spray with a bottle each of fresh scent and paradise scent for \$9.48 and a 106-count bottle of Finish advanced dishwasher detergent tabs for \$14.98. In housewares, Sam's Club stocked: a Cricut compact cutting machine bundle with a case, tool kit, pen set, iron on sampler, writable paper and insert cards for \$209.98 and an LED social media 14-inch round ring light with a 6.4-foot tripod stand and a phone mount from On Air for \$49.98 (see picture on the next page).



In office equipment/jewelry, Sam's Club stocked: a set of three 38/40 mm Apple watch bands from With It for \$29.98 and a set of three 40 mm Apple watch protection covers from With It for \$19.98. In kitchen supplies, Sam's Club stocked a Ninja ten-piece never dull knife and block set with a built-in stone sharpening wheel for \$149.98. In the plastic and foil category, Sam's Club stocked a 20-piece package of Reynolds 2.5-pound capacity oblong foil pans (ten) and foil pan cover boards (10) for \$7.48 (see picture on the right).



Sam's—LED Studio Pro Ring Light

**Organic** – Costco continues to rotate unique organic items. In the freezer, Costco stocked: a 48-ounce bag of organic avocado chunks from Nature's Touch for \$10.99, a 48-ounce bag of organic dragon fruit bite size cubes from Pitaya Plant Power for \$9.99, an 80-ounce bag of organic mango chunks from Ultra Organics for \$9.49 and a 64-ounce bag of assorted organic fruit with peaches, mangos, strawberries and pineapple from Wawona for \$10.79.



Sam's—Reynolds Oblong Pan

In the deli, Costco stocked the following unique products: a 32-ounce container of organic queso shredded cheese from Cacique for \$12.99, a package of twelve 3-ounce organic sweet potato and sunflower seed protein vegetable burgers from Don Lee Farms for \$13.99 and a package of two 7.75-ounce containers of organic Sante Fe salad with lettuce, chicken, black beans, corn, cheese, tortilla strips and ranch dressing from Ready Pac for \$8.89.



Costco—Organic Creamy Jack Cheese

Other organic deli items at Costco included: a 32-ounce package of organic sliced medium cheddar cheese from Rumiano for \$11.89, a package of four 6-ounce wedges of organic creamy jack cheese with one each of original, jalapeno, garlic herb and mushroom from Sierra Nevada for \$12.99 (see picture on the right), a package of two 5.4-ounce containers of Simply Fresh organic blueberry walnut feta chicken salad for \$8.99, two 6.65-ounce containers of organic chicken Caesar salad from Simply Fresh for \$7.99 and a package of three 15.25-ounce organic mushroom pizzas with corn meal crust, sun dried tomatoes and basil from Vicolo for \$15.89.

In health and beauty aids, Costco stocked: a 96-count box of organic tampons from Cora for \$18.99 and a 96-count box of organic ultra thin regular pads from Cora for \$9.97. In bread and bakery, Costco stocked a package of six 4.4-ounce organic par baked baguettes from Meniszez for \$5.49.

**General Merchandise – Costco** – In automotive, Costco stocked a ten-piece ultimate car wash bucket set from Chemical Guys for \$54.99 (see picture on the right). In bed and bath/hardware, Costco stocked: a 20-inch by 24-inch wall mounted rust proof medicine cabinet with staggered shelving from Kohler for \$89.99 and a set of two 6-liter white bathroom trash cans from Kohler for \$34.99.



Costco—Chemical Guys Car Wash Kit

In toys and video games, Costco stocked: a quest 2 Oculus 3D headset with 256-gigabytes of memory and a carrying case from Meta for \$399.99 and a Segway Ninebot electric kick scooter with a 25 mile range and can go 18.6 miles per hour for \$659.99.

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In electronics, Costco stocked: a Denon high powered receiver with Dolby Atmos, six HDMI inputs and one HDMI output for \$499.99 and a Klipsch wireless subwoofer for \$279.99. In hardware, Costco stocked: a carbon infrared heater with a tripod stand from Dr. Heater for \$159.99 (see picture on the right), a set of two Infinity 700-lumen work lights each with Bluetooth speakers for \$29.99 and a Metabo 12-inch compound miter saw with an LED straight line and an extra large dust port for \$299.99.



Costco—Cuisinart Shears

In kitchen supplies, Costco stocked: a 10-piece Ballerini Italian modern cookware set for \$299.99, a Cuisinart four-piece stainless steel kitchen shear set with comfort grips from Cuisinart for \$15.99 (see picture on the left), a 16-piece Ello food storage set with four divided containers, two condiment containers, two reusable sandwich bags, two reusable snack bags and six lids for \$16.99, a Prepworks four-piece dishwasher safe produce keeper set with flow through vents for water for \$26.99, a Taylor digital waterproof kitchen scale for \$17.99 and a set of two 64-ounce Zulu motivational water jugs with the time printed on each bottle indicating when to drink for \$15.99.



Costco—Infrared Heater

**Bread and Bakery** – Costco's bakery selection included: a 26-ounce container of Bakery Street Vietnamese coffee cookies for \$8.49, a package of twelve 3.53-ounce individually wrapped honey castella cakes from Cion Bakery for \$15.89 and a 32-count container of 0.9375-ounce Ghirardelli brownie bites from Just Desserts for \$7.49.

Sam's stocked several Bimbo and Marinela Mexican pastries. The selection included: a case of eight 2.12-ounce Bimbo conchas (vanilla flavored pastry) for \$3.36, a case of eight 2.205-ounce mini mantecadas (vanilla muffins) with two per package from Bimbo for \$3.36, a case four 2.19-ounce nitos (chocolate cream filled sweet rolls) from Bimbo for \$2.54, a case of twenty-two 1.94-ounce Marinela barritas (filled cookies) with 11 each of strawberry and pineapple for \$7.73, a case of twenty-four 1.41-ounce Marinela choco roles (pineapple filled chocolate sweet rolls) for \$7.88, a case of thirty-two 1.76-ounce Marinela gansitos (jelly filled snack cakes) for \$10.28, a case of twenty-four 1.74-ounce Marinela pinguinos (chocolate cream filled cupcakes) for \$8.28 and a case of twenty-four 1.59-ounce Marinela sponch cakes (marshmallow cookie with coconut and strawberry) for \$7.12.



Costco—Hand Decorated Easter Cookies

**Easter** – Some of the Easter-themed items at Costco included: a 12-count package of hand decorated cookies from Deco Cookies for \$11.99 (see picture on the right), a package of two 4-ounce milk chocolate bunnies from Godiva for \$6.89 and a 20-count box of Hershey full size candy bars with five each of Reese's eggs, Hershey chocolate bunnies, Reese's white eggs and Kit Kat bars for \$13.99.



Sam's—Godiva Egg Decorating Kit

Some of the Easter-themed SKUs at Sam's Club included: a 34.24-ounce chocolate cookie Easter egg kit with chocolate hearts and chocolate egg-shaped cookies from Godiva for \$13.98 (see picture on the left), a 130-ounce Hershey egg hunt sweets 355-piece bucket with sour patch, Swedish fish, jolly rancher and twizzlers for \$34.98, an 18-count box of Hershey full size candy bars with six each of Reese's eggs, Kit Kat bars and Hershey chocolate eggs for \$12.98, a 38-ounce box of marshmallow chicks (15 each of yellow and pink), marshmallow bunnies (12 each of purple and blue) and two 10-ounce bags of jelly beans from Peeps for \$11.98 and a two box set of egg decorating kits with an egg decorator and eight markers and a bunny decorator and eight markers from Egg Mazing for \$24.98.



# Analytics



You need to know BJ's annual sales for the past five years, the number of locations it operates and the sales in your category. You can spend the next couple hours doing that research or just click on the Analytics module and download the appropriate Excel file.