

# **Case Analysis Report Costco Wholesale In 2018: Mission, Business Model & Strategy**

# Introduction

This paper focuses on Costco Wholesale, which is an international player in the business of the warehouse club retailing and one that has established itself gainfully through a highly effective business model. This paper used the company's mission, and strategic direction in 2018 to understand how the business is experiencing growth in the face of tight competition.

# Business Model

The cost structure that has been implemented in the organisation is the low-cost leadership strategy as it sells brand products in bulk affordable prices for the members of the Warehouse. This is an organization, which operates as a membership basis, and this creates a large degree of its income.

# Strategic Initiatives

The following were some of the strategic activities that Costco embarked on in 2018. In 2018, Costco embarked on the expansion and expansion of outlets of operation in International Market, the Company also sought to improve its E-commerce platforms and Market offering a Diverse Product Portfolio.

# Conclusion

Understanding Costco Wholesale's mission and vision, strategies, and operational effectiveness proves Costco is an industry giant. The market dynamics' understanding and values' reinforcement in the light of the case of 2018 will let Costco be successful in the future.

# Recommendation

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