



# Phases to Costco Success

timing varies depending on supplier capabilities and buyer availability



## Learning

Gathering and assessing supplier capabilities, Consumer insights, Brand positioning, Costco competition



## Ideating

Organizing ideas into planning template with prelim Product, Package, Pricing and Promo funding for offering, with value, margin, sales & volume estimates vs. other channels



## Developing

Finalizing initial as well as tentative future offering(s), regional prioritization, and introductory sales pitch for maximum buyer interest, member excitement, and \$/club/wk



## Engaging & Collaborating

Outreach to buyers & assistant buyers, building interest & engagement, customizing final offering, and gaining rotational commitment



## Executing

Item commercialization, company set up in Costco systems, intro promotions (in & outside clubs), monitoring sales & merchandising, sharing insights



## Expanding 1.0

Make most of regional brand buzz by linking marketing efforts across channels, then leverage success to expand # of weeks in core region(s) and into new regions



## Optimizing

Uncover new ways to increase member awareness, interest and value, while ideally upsizing offering to drive higher \$ sales / club / week



## Expanding 2.0

Explore new versions of existing products, more items in existing department, and opportunities in new Costco departments