

# COSTCO

**Presented by:  
Elizabeth Simpkins, Kerina  
Drummond, and Tia  
Warren**

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COSTCO is a membership warehouse club. They provide home products including groceries, home appliance, paper products, and other bulk items.

# Primary Customers

## Highest Demographics

- **Age: Boomers (35%) & Gen X (31%)**
- **Income: Middle Income (\$40k - 125k) 46%**
- **Race: White/Caucasian (61%)**
- **Gender: Female (72%)**
- **Area: Urban (43%)**
- **Most spent categories: Food (17%), Online (16%), Gas (12%)**

People who like to buy in BULK

# Company Main Product/Service:

Costco sells a large variety of items from groceries to auto items.

Costco is mainly famous for their supermarket items.

But their main product that sells over a billion rolls a year is....

Kirkland's bath tissue



Costco also provides many services. A few services they provide are:

- Insurance
- Pharmacy
- photo product
- Home improvement
- Business services

# Market Research

132 million cardholders among 73.4 million household members. Memberships for personal or business use cost \$60 as of 2024. A \$120 membership adds a 2% annual reward certificate (up to \$1,000 per year) and discounts on Costco services. Membership cards are checked at the entrance and at checkout.



- Customer payment information
- Managing databases and supply information
- Employee privacy

**Why Does This Company Need Cybersecurity?**





**COSTCO sells in Bulk for low prices for just a membership fee!**

**\$65 a year!! Go get a membership now!**

**They also accept EBT/Snap benefits**

