

Fortune 500 Presentation

-Blake Murphy



Name/Industry

- Costco Wholesale Industries specializes in retail warehouses, and typically sell products at a lower price in comparison to other retail places.

Main Product/Service

- The main products that Costco sells are typical groceries sold in bulk. They also sell electronics, ranging from flat-screen TVs to industrial electronics like refrigerators.

Primary Customers

- Costco is marketed towards business owners, and families who can benefit from the bulk groceries being sold.



Why it needs Cybersecurity

- Costco needs Cybersecurity primarily to protect the personal information of the customers. Because it has a reward program, it must make sure that credit card and address information always remain private.

