

Costco Wholesale Corp in Retailing (Canada)

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Abstracts

Costco Wholesale Corp, which leads mixed retailers in Canada, has performed well in the face of increased competition and a changing social and demographic landscape. While the retailer benefited from the economic downturn due to its low pricing and bulk sales, the growing presence of other discount retailers and the entry of Target Corp in 2013 were expected to slow Costco's growth in 2013. However, as Costco maintains a loyal following of customers due to its membership format, which...

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