Similar to Amazon and Walmart, Costco provides standard products for low cost prices. However unlike these companies, Costco’s customers are paid subscribers. Being a member increases the chances of customers shopping at Costco, because they feel more significant. The membership dues accounts for 75% of Costco’s gross profits. Costco’s products are stored and sold in bulk, which allows for them to keep expenses low. With profit margins being so low, it would be very difficult for a new entrant to imitate this model. Employees are paid on average about $21, which decreases employee turnover and increases satisfaction and demand. With their prices being hard to imitate, Costco’s competitive advantage can keep them profitable for several years to come. Nothing in this ever-changing economy is sustainable, but Costco’s business plan has prepared it to last.