The Dream Team contains Xuhe Lu, Ben Roque, and Dina Weick chose Costco to analyze in the database project. Costco is carries a very large variety of merchandise, allowing us to create a very expansive database.

Costco Wholesale is the largest membership only warehouse club in the United States. Founded in 1976 as Price Club, they are now the second largest retailer in the world behind Walmart. Costco current has a total of 705 warehouses worldwide. Unlike retailers such as Walmart, which is known for selling items at the lowest prices, Costco’s sales model revolves around selling low priced hidden treasures. What this means is that a person could have a jar of ketchup next to their expensive diamond necklace. By having hidden treasures laid around the store, customers will be more inclined to impulsively purchase their items. Costco sells their grocery items in large packages to ensure cheap prices. They also have more luxurious items such as jewelry and electronics. Along with their grocery, pharmacy, and jewelry, Costco also has an auto division, optical care, travel agency, food court, and photo site. Costco’s auto department is the second largest auto seller in the United States.Costco offers 2 different types of memberships. Gold star, which is the basic membership, and Executive, a premium membership. The benefit of an Executive membership is an annual 2% rewards check of up to $750 on all Costco related purchases.

