

Costco cracks taiwan market

[Business](#), [Marketing](#)



Costco is a US-based large scale retailer of consumer goods that has operations all across the world. Indeed, the major competitors of retail giant are Walmart, Aldi, Tesco, Trader Joe's, Metro and other supermarkets that offer a large range of want-satisfying goods and services to potential buyers. Costco has now expanded its operations to European, Asian and African economies because of its fairly sustainable global business strategies. Indeed, the company has adopted the strategy of adaptation of its American products or brands in which it alters its market offerings according to tastes and preferences of domestic consumers.

In fact, Costco focuses on differentiation of its global products to obtain a clear and distinctive image in the minds of consumers. For example, Costco offered some new brands at lower prices to penetrate in Sydney market.

(Stafford, 2010)

The above-mentioned strategies, indeed, have resulted in Costco's global expansion and growth. The sales in the US market grew by 6% while in the international market, the retailer observed a staggering 25% growth. (Talley, 2010) and (Associated Press, 2010)