

# Costco Canada “Get-In” checklist

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## 1) Become Costco-ready (the “club value” test)

- **Club pack format** is clearly better value than your ecommerce/retail SKU (size, count, bundle, or unique configuration)
- **Member logic is obvious:** “If I were a member, why buy this big pack?” (answer in 1 sentence)
- **Costco-specific message** on-pack: big, simple, benefit-led (not “premium story” only)
- **Packaging is club-store compliant:** durable, stackable, warehouse-friendly, clear readability at distance
- **Unit economics work at Costco price points:** you can support sharp pricing *and* still fund execution
- **Supply chain can sustain weekly volume:** lead times, MOQ, surge capacity, raw material risk mapped
- **Case pack/palletization ready:** master case, pallet pattern, weights/dimensions confirmed
- **Quality + compliance ready for Canada:** bilingual labeling (EN/FR), claims substantiation, certifications as needed

## 2) Understand the buying path (how Costco decides)

- You identified the **correct Costco Canada category** (and where you truly belong)
- You found the **right Category Buyer** (not just a generic inbox)
- You can clearly state your **pilot plan** (region + duration + what success looks like)
- You’re prepared for **regional test** → **national conversation** (BC/AB often first, depending on category)
- You have a simple **measurement plan:** what data you’ll bring back after 4 weeks (sales, turns, OOS, feedback)

## 3) One-page sell sheet (required to move the conversation)

- One-page PDF is ready (clean, visual, no fluff)
- Includes: product photo, pack size, key benefits, why it’s “club,” target member, competitive set
- Includes: pricing structure (your ask), margin logic, and promo/pilot offer (if applicable)

- Includes: supply + logistics facts (lead time, MOQ, shelf life, storage, case pack)
- Includes: proof (traction, velocity, reviews, repeat rate, demos, or case study)
- Includes: pilot support plan (in-store execution support, demos, merchandising help if you have it)

#### 4) Choose the right entry path (direct vs partner)

- You decided: **Direct** to Costco vs **local Costco-experienced partner**
- If partner: roles are clear—you own **product + story**, they own **logistics + store execution**
- You have a shortlist of partners (3–5) with Costco Canada track record in your category
- You understand partner economics (fees/margins) and still keep the offer compelling

#### 5) Execution readiness (what wins pilots)

- You can support **in-stock performance** (avoid OOS during pilot)
- You have a **store execution plan** (merchandising, signage, demo days if relevant)
- You have a **rapid feedback loop** to adjust pack/message if needed
- You can produce a **4-week pilot recap**: what happened, what you learned, what to scale

#### 6) Pitfall guardrails (the two you called out)

- We are **not treating Costco as clearance** (no “dump inventory” mindset)
- We are **not selling only on discount**—we’re protecting the **member experience** (quality, value, simplicity)

#### 7) Quick self-check (from your script)

- Costco-specific pack + message?
- Value explained in one page?
- Pilot region + local partner identified?