



REI

Satisfied customers is not the end!

Abdilda Gaziza | Islam Zhibek | Mahmudova Rukiya

REI

- ? Overview
- ? Survey
- ? Membership
- ? Mobile
- ? Connection





Recreational Equipment, Inc., is an American retail and outdoor recreation services company. REI sells sporting goods, camping gear, travel equipment, and clothing.

REI

- ? Founded in 1938;
- ? selling gear, sporting goods and clothes;
- ? 125 retail stores in 31 states;
- ? Online shop;
- ? 11,000+ employees





REI Financial Performance

- ? 2015 sales of \$1.80 billion
- ? Operating income was \$116 million
- ? Net income was \$30 million
- ? 842,000 new members in 2015
- ? REI Visa card holders will receive \$37 million in rebates
- ? \$21 / customer / year

Best companies to work for: #8*

100 BEST COMPANIES TO WORK FOR

Full List Near You Top Companies Big P

Top 100

Rank ▾	Company	Job growth	U.S. employees
1	Google	33%	18,500
2	Boston Consulting Group	10%	1,958
3	SAS Institute	8%	6,046
4	Wegmans Food Markets	5%	41,717
5	Edward Jones	1%	36,937
6	NetApp	30%	6,887
7	Camden Property Trust	-2%	1,678
8	Recreational Equipment (REI)	12%	10,466

* Source : Forbes
2012

REI

- ? Overview
- ? **Survey**
- ? Membership
- ? Mobile
- ? Connection



Focus on the customer

- Retail price is optimal for buyers
- Focus on quality and service
- High product knowledge
- High level of trust with customers
- Convenient process of shopping

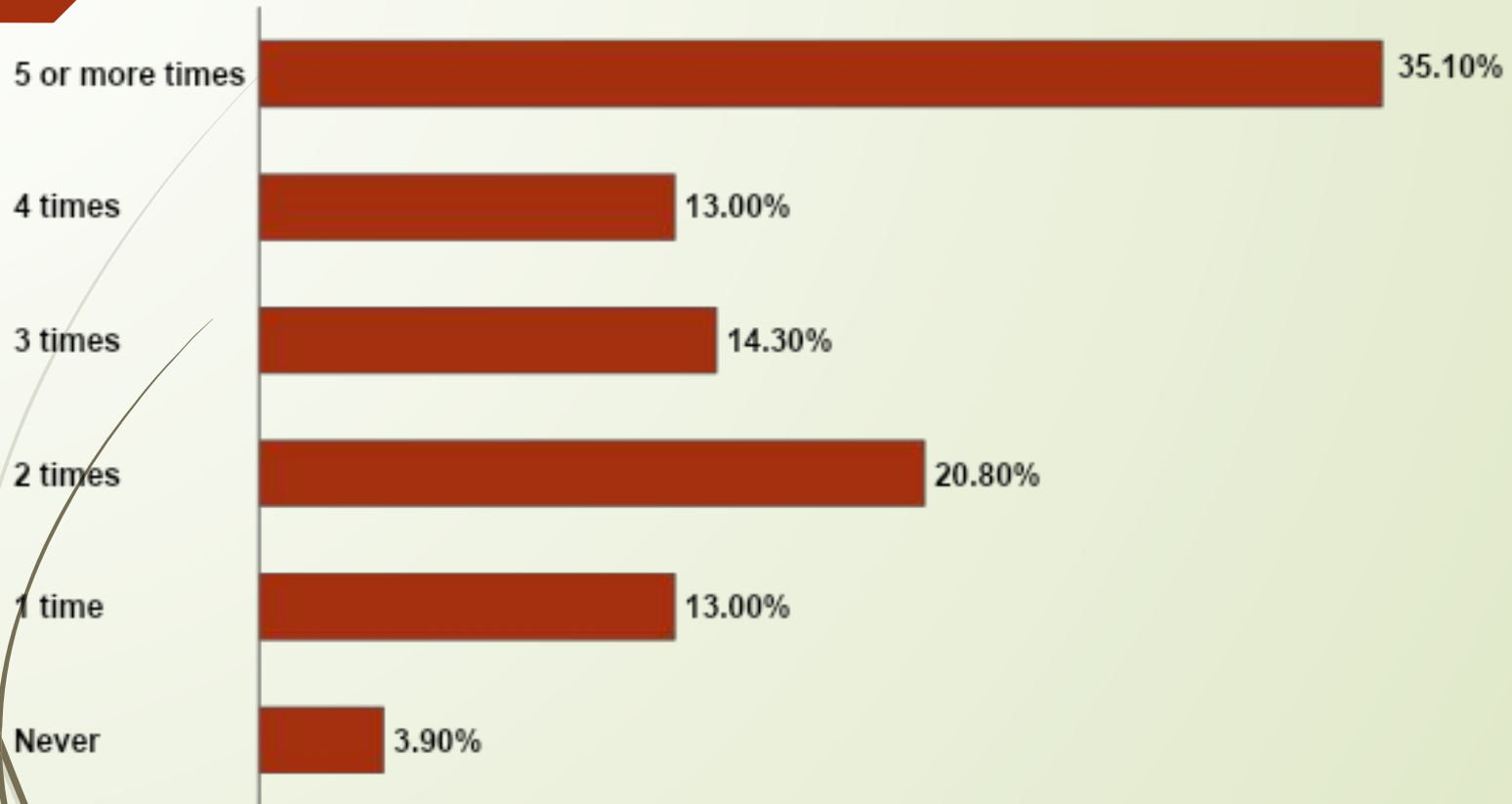


Customer Sampling

- ? Bay Area, California
- ? Age group : 20-45 years
- ? Exposed to high-technology
- ? Total of 76 respondents



Frequency of visits to REI (per year)



Top 5 attributes of Happy Customer



REI

- ? Overview
- ? Survey
- ? **Membership**
- ? Mobile
- ? Connection



REI MEMBERS:
SAVE 20%
ON ONE FULL-PRICE ITEM

Use coupon code **REIANNV** through 5/28.

[See coupon details and exclusions](#)

REI MEMBERS GET MORE

20% OFF

ONE ITEM AT REI-OUTLET.COM

Use coupon code **REWARDS20** through April 15.

[See details](#)

20% OFF


ONE ITEM AT
REI STORES OR REI.COM

Use coupon code **REWARDS20**
through April 15. [See details](#)

HURRY! ENDS SEPT. 18

GOING, GOING, GONE!  

**SAVE 50%, THEN 60%, THEN 75%
OR MORE OFF ORIGINAL PRICES!**

 **GRAB THE DEALS BEFORE THEY'RE GONE**



LABOR DAY
SALE
& CLEARANCE

AUGUST 27 – SEPTEMBER 6

[SHOP THE LABOR DAY SALE NOW](#)

SAVE UP TO **30%**

REI MEMBERS: YOU NOW GET
FREE SHIPPING!

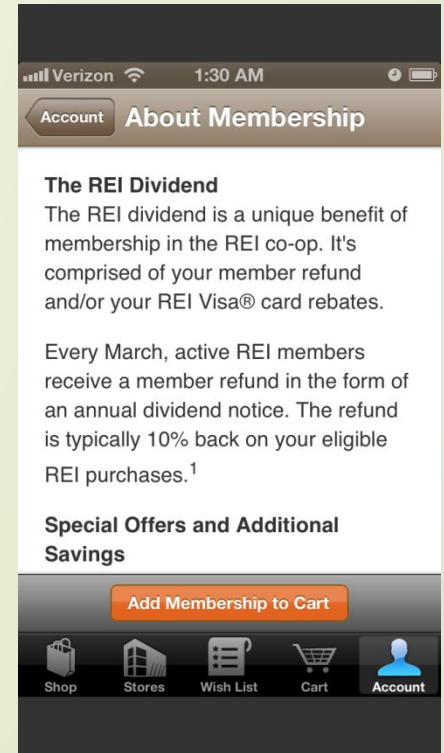
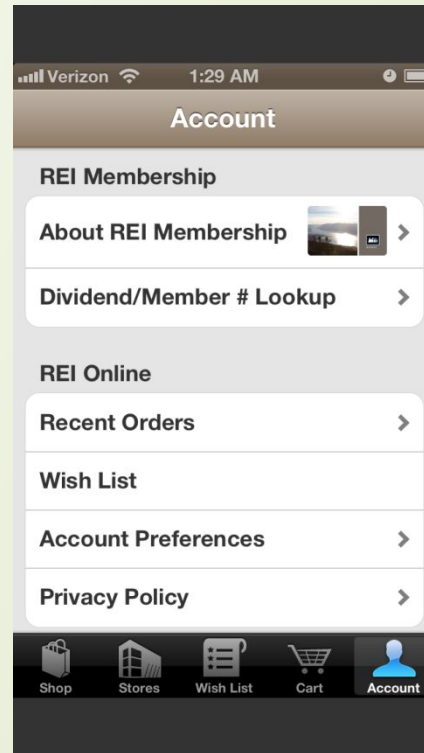
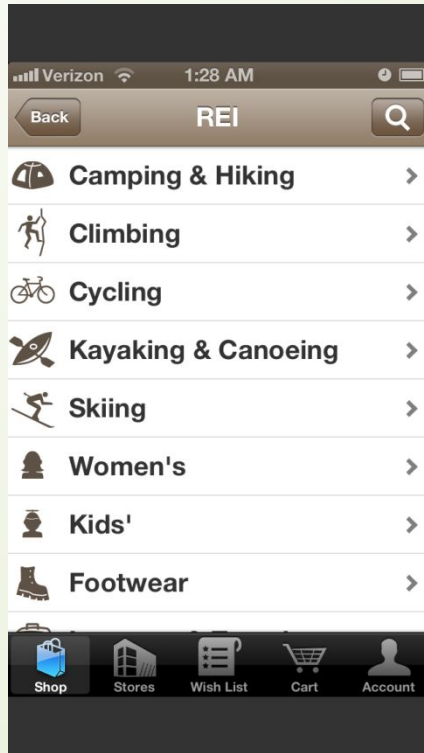
FREE SHIPPING to your home or office on orders of
\$75 or more. Exclusions apply.

REI

- ? Overview
- ? Survey
- ? Membership
- ? **Mobile**
- ? Connection



REI Mobile App (iOS)

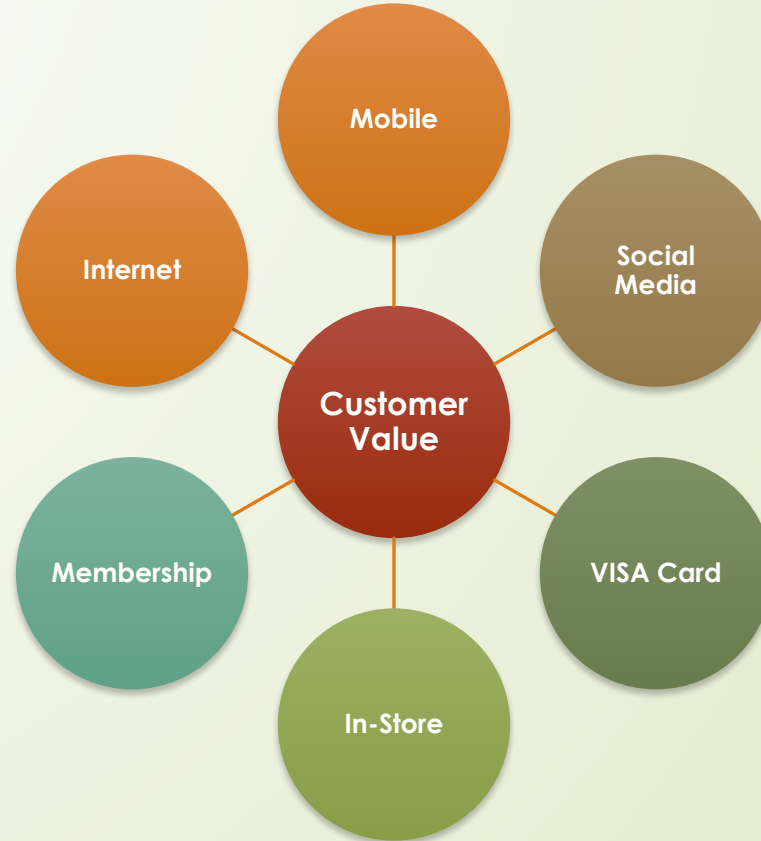


REI

- ? Overview
- ? Survey
- ? Membership
- ? Mobile
- ? **Connection**



Connecting the dots...



The company is known in America,
Europe and Asia.
Kazakhstan is the development
prospect for REI.





**Thank You
for your attention**