



REI

Satisfied customers is not the end!

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

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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

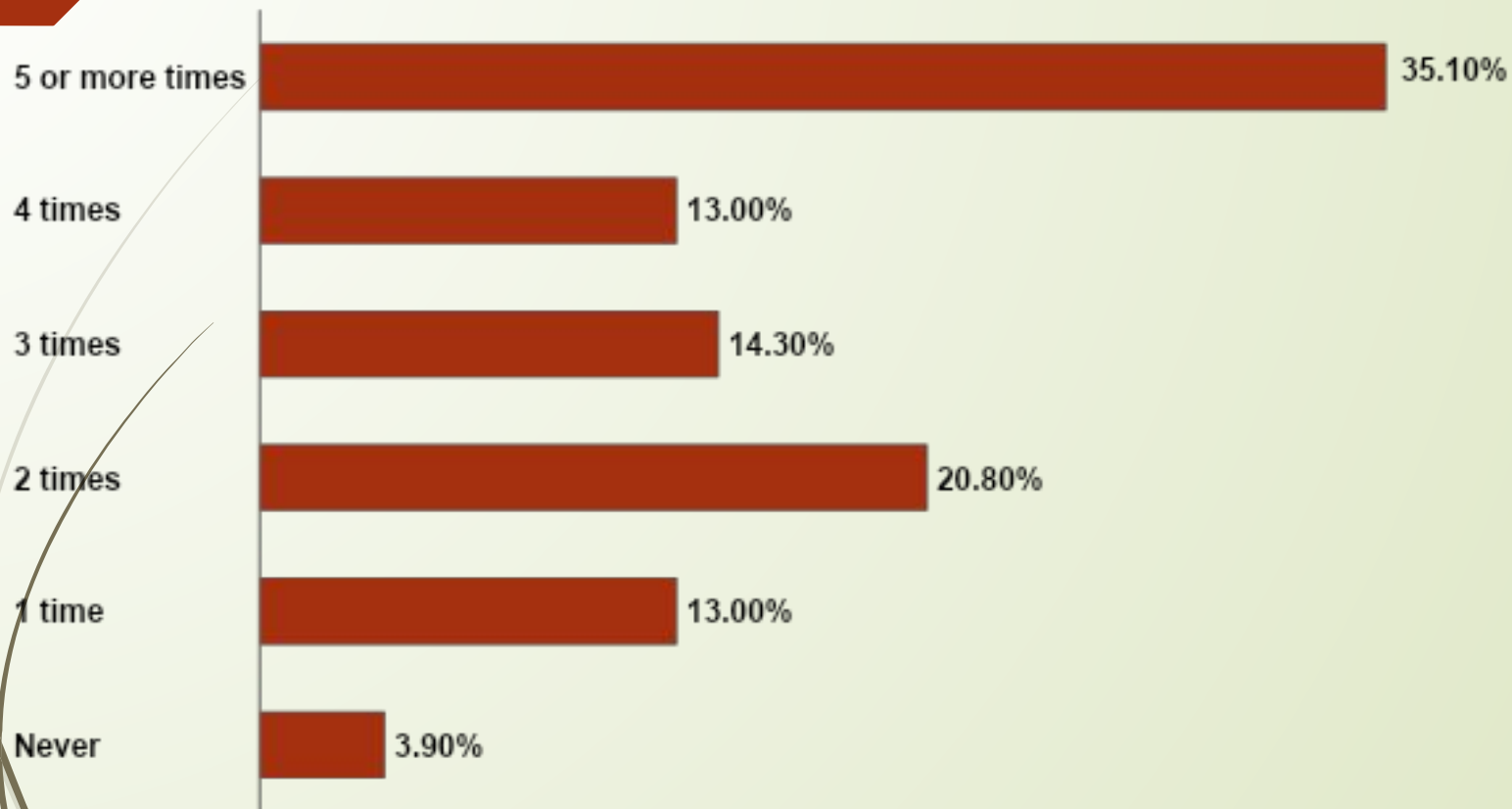


Customer Sampling

- 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



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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!

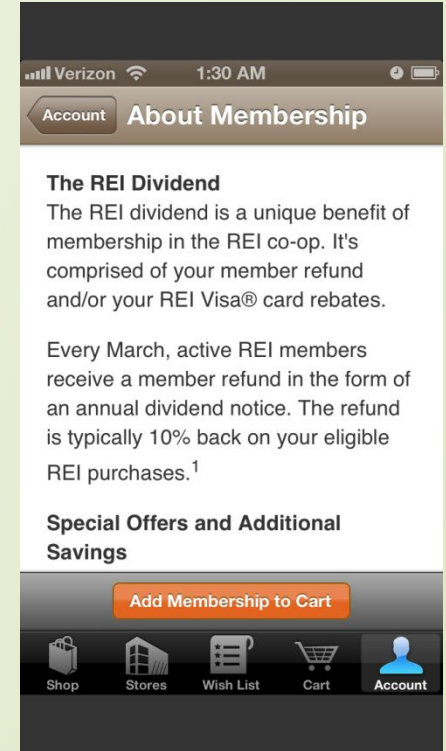
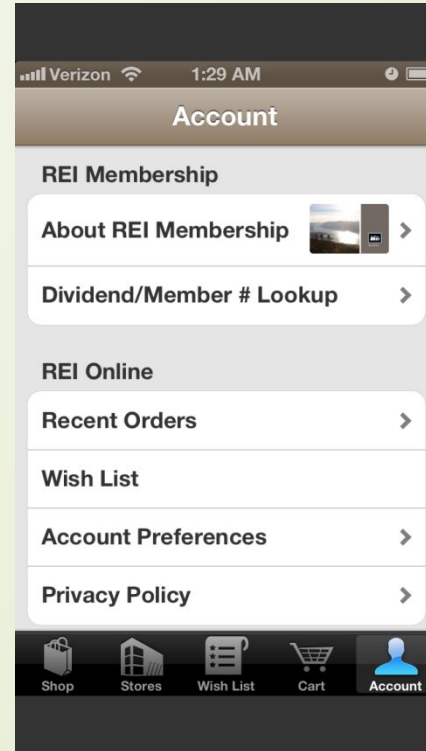
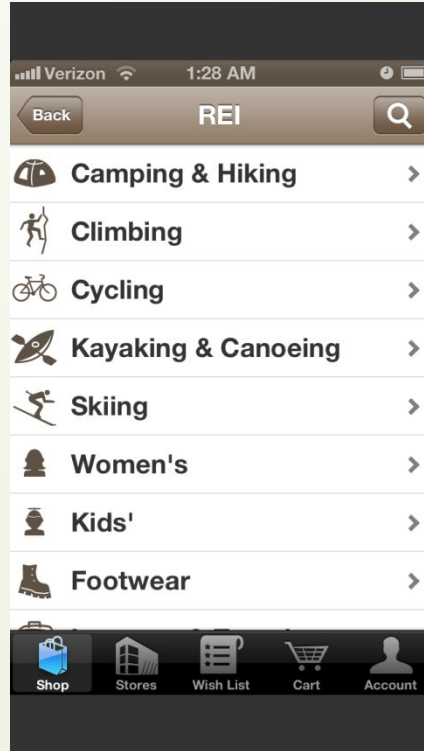
FREE SHIPPING to your home or office on orders of
\$75 or more. Exclusions apply.

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REI Mobile App (iOS)

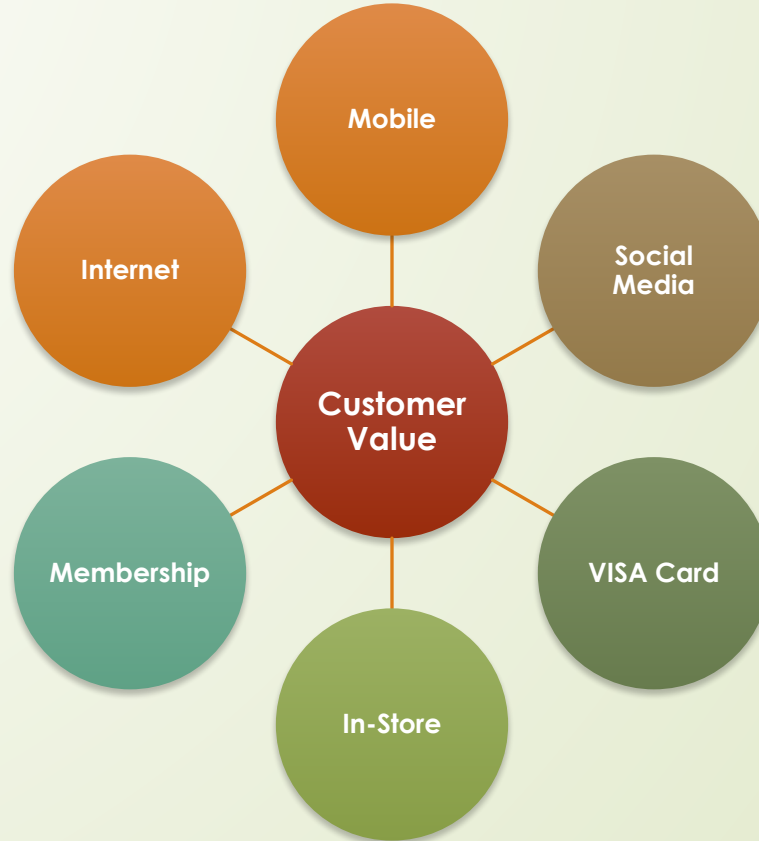


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Connecting the dots...



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





**Thank You
for your attention**