



**REI**

Satisfied customers is not the end!

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# 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



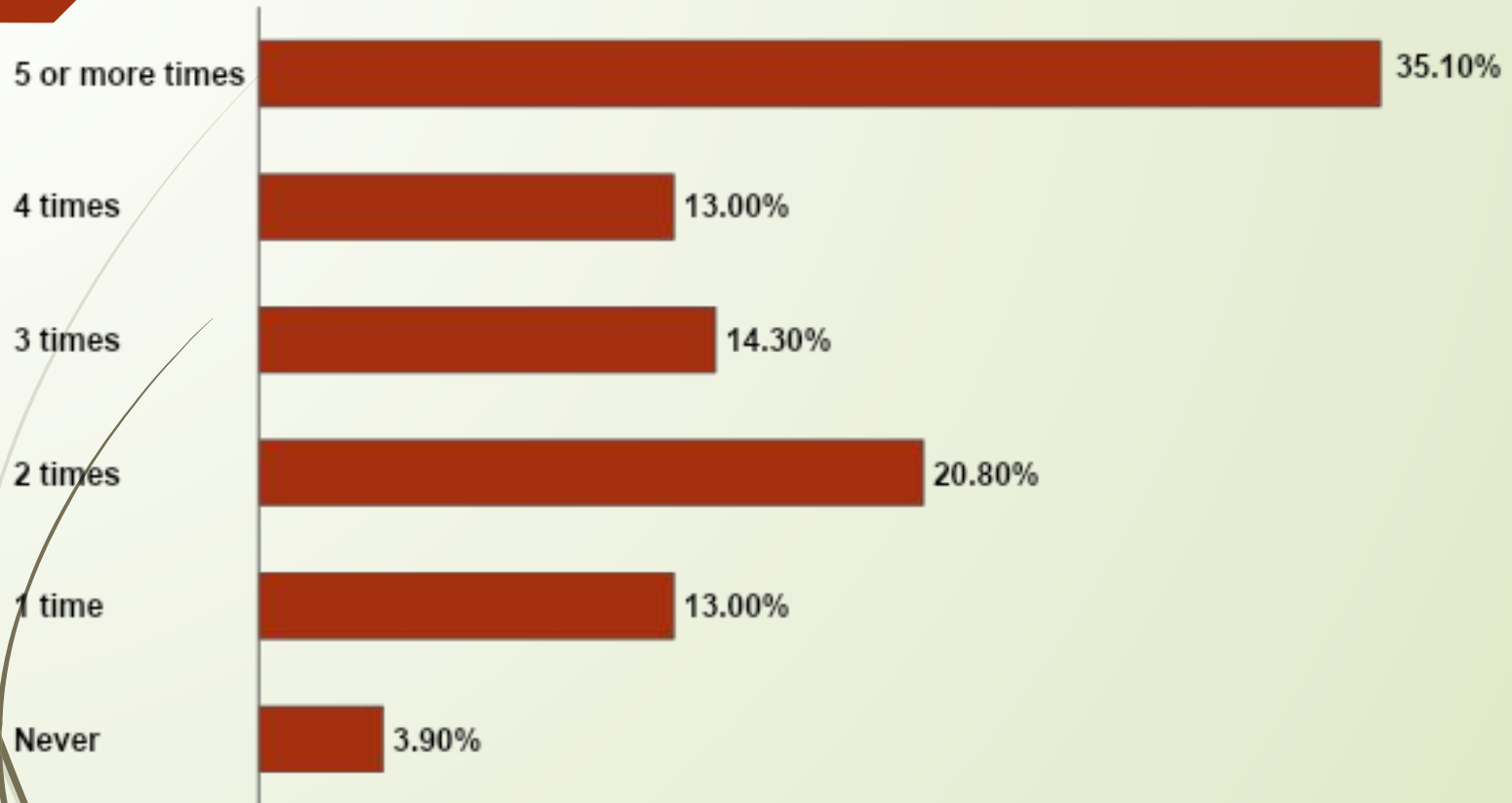


# Customer Sampling

- 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!**

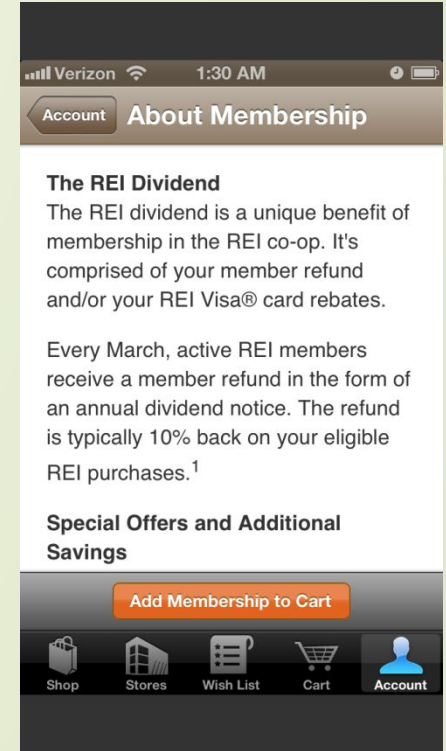
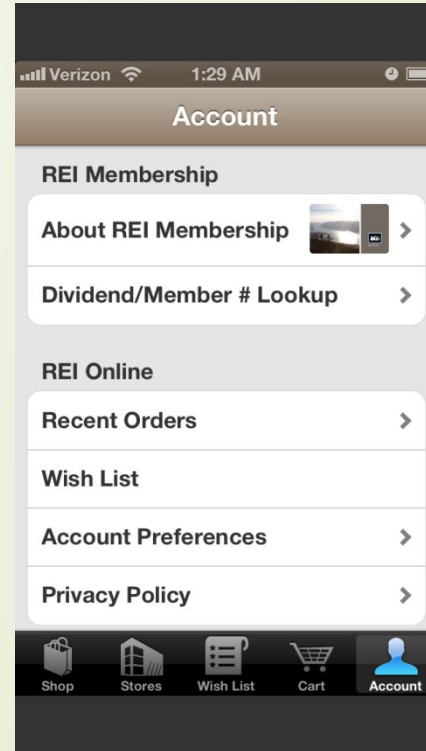
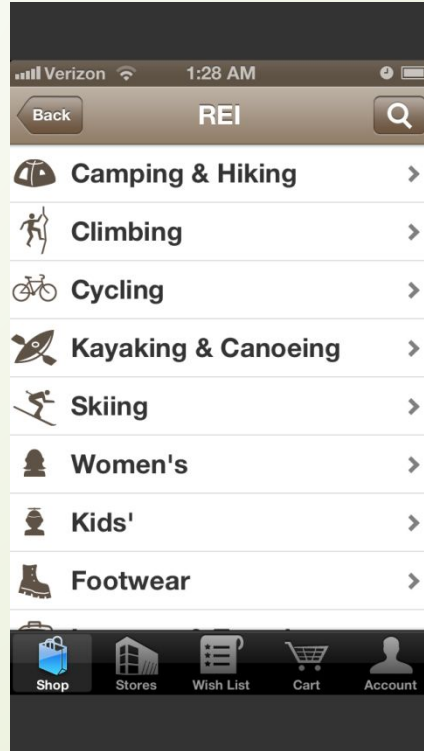
**FREE SHIPPING** to your home or office on orders of  
\$75 or more. Exclusions apply.

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# REI Mobile App (iOS)



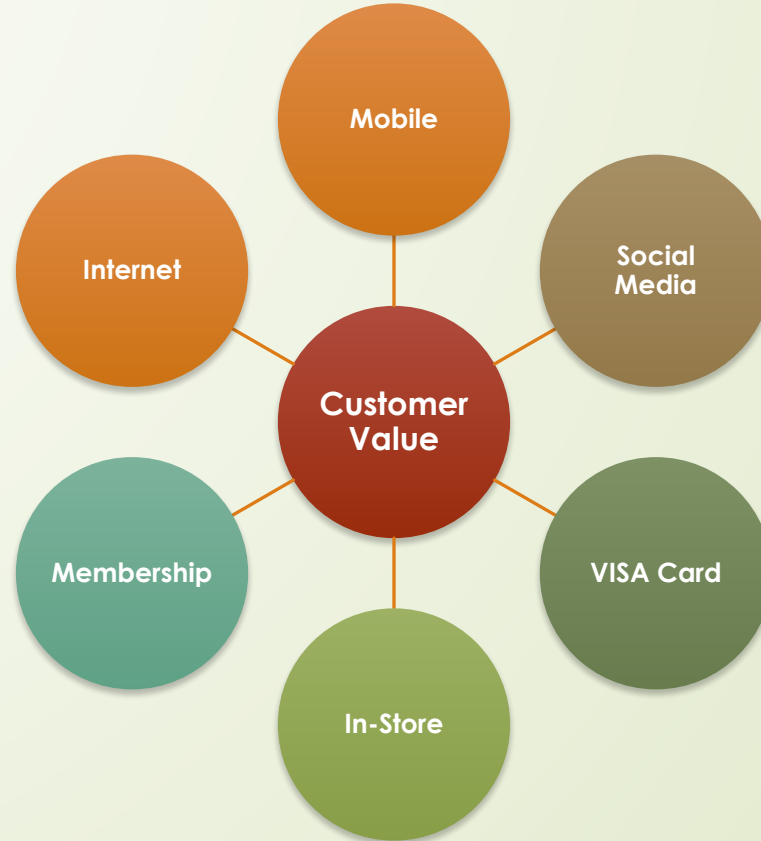
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# Connecting the dots...



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





**Thank You  
for your attention**