

BrandSensitize™ – Brand Research Desk

The Hidden Gem of Wholesale: Why BJ's Wholesale Club Stands Out in a Sea of Giants

BJ's Wholesale Club generated approximately \$20.5 billion in revenue for its fiscal year ending February 1, 2025, supporting its business with about 34,000 employees across its clubs, distribution centers, and corporate offices.

BJ's Wholesale Club reported approximately \$20.50 billion in annual revenue for its fiscal year ending February 1, 2025. According to the company's June 2025 announcement, BJ's Wholesale Club operates over 252 warehouse clubs across the United States.

Bob Eddy is the Chairman, President, and CEO of BJ's Wholesale Club.

Anjana Harve serves as Executive Vice President and **Chief Information Officer (CIO)** at BJ's Wholesale Club.

Paul Cichocki – EVP & Chief Commercial Officer (CCO). Manages merchandising, membership, and all marketing strategy and execution for the company, effectively performing duties that many retailers would assign to a CMO.

BJ's fosters a community focused on smart savings and everyday convenience. BJ's Wholesale Club has been strategically transforming the warehouse club model since 1984.

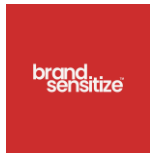
BJ's stands out by combining value-focused shopping with a more personalized, flexible experience that feels less like a warehouse run and more like a smart lifestyle choice.

At its core, BJ's brand uniqueness is built on its member-first mantra: "Take Care of the People Who Take Care of You."

BJ's boasts a 90%+ membership renewal rate, aiming to reach 8 million members in 2025, offering perks that go beyond the basics. BJ's provides a curated selection of 7,200 items that is broad yet accessible, including exclusive private labels like Wellsley Farms and Berkley Jensen.

BJ's high-quality staples crafted for families and small businesses, often priced lower than competitors, thanks to direct manufacturer sourcing and efficient cross-dock distribution.

What really makes BJ's stand out? Flexibility and everyday savings that others miss. While Costco typically avoids manufacturer coupons, BJ's welcomes them, allowing members to stack discounts on top of already low prices, ideal for budget-conscious shoppers in a high-inflation economy.



AI-powered inventory robots that cut fulfillment times by 45%, making online orders effortless without sacrificing margins.

Core Shopping Services

- **Bulk Essentials & Deals:** Get a curated selection of everyday essentials, groceries, electronics, home goods, and more at warehouse prices.
- **Private Label Brands:** Exclusive lines like Wellsley Farms and Berkley Jensen offer high-quality, affordable options to national brands, including everything from fresh produce to household items.

Convenience & Perks

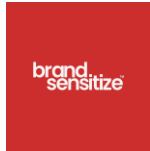
- **Gas Savings:** Members get huge discounts at BJ's gas stations—such as paying as little as 1¢ per gallon during special events (terms apply), making it a top choice for fuel savings.
- **Digital & Delivery Options:** Enjoy seamless online shopping with same-day delivery, curbside pickup, and app-based tools like Express Pay for quick, contactless transactions.
- **Specialty Services:** In-club amenities include optical centers for eye care, tire installation and services, fresh deli and bakery counters, and even travel booking for vacations.

Membership Benefits

- **Tiered Memberships:** Starting at \$55 per year for standard access, with options like BJ's Perks Rewards for 2% cash back. Over 8 million members enjoy benefits such as exclusive coupons, combined savings, and a renewal rate of over 90% due to the value-focused model.

BrandSensitize™ research shows BJ's Wholesale Club is shaping its IT strategy through partnerships aimed at improving operational efficiency, digital transformation, AI-powered inventory management, and enhancing member experience.

- **Genpact:** A key partner in a multi-year agreement to enhance back-office functions such as finance, procurement, HR, and merchandising. They utilize AI, digital solutions, and data governance to increase agility and foster innovation, with ServiceNow serving as the central platform for workflow integration.
- **Simbe** provides AI-powered business intelligence through the Tally solution, used across all 237+ clubs. This includes autonomous robots for real-time inventory visibility, operational insights, and enhanced member experiences by ensuring stock accuracy and minimizing out-of-stocks.
- **Toshiba Global Commerce Solutions:** Expanded collaboration for retail technology, self-checkout systems, and mobile shopping apps.



- **Swisslog:** Supports supply chain automation, especially in new distribution centers. They offer robotics and logistics technology to improve fulfillment speed and efficiency.
- BJ's also collaborates with Nextuple for omnichannel inventory and OMS (Order Management System) modernization.

BJ takes great pride in authenticity, focusing on genuine value rather than heavy advertising. This approach has led to a renewal rate of over 90%.

BJ's Wholesale Club is known for its unique member-centric approach. By combining unbeatable bulk value with incentives, regional relevance, and technology-enabled conveniences, BJ's is investing in building long-lasting loyalty and community trust.

As it expands its footprint and develops its brand story, BJ's focuses on putting people first, demonstrating that in wholesale, the true treasure lies in long-term relationships.

What's your opinion on BJ's distinctive advantage?