



your way and where people come from. Everyone has the right to be happy and joyful and to experience the benefits that can come with life to our highest, truest self. Meditation and yoga are universal tools that are available to anyone who allows us to take advantage of the potential that exists within. This program is designed to support, unite and strengthen the work of the yoga community. By partnering with the best non-profit organizations around the world to make the healing benefits that come with yoga and meditation accessible to everyone. Each year, grants are given to local organizations within the global network of stores, and invest in national and international

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programs that create this access. The focus is on creating a community of practice worldwide with the network of partners, so they can share their training and resources. Competitive advantages over competitors. Those including product quality,
customer loyalty, patented equipment, efficiency, innovation, and responsiveness to customers. When it comes to patented materials Lululemon holds 45 patents on its athletic gear. These patents on its athletic gear. These patents on its athletic gear. These patents allow Lululemon to have the right or title for a certain period of time to exclude other competitors from making, using or selling a product.
Patents are generally granted for 20 years from the date on which the application is submitted. A design patent is usually granted for 14 years from the date the design patent is usually granted for 14 years from the date on which the application is submitted. A design patent is usually granted for 14 years from the date on which the application is submitted. A design patent is usually granted for 14 years from the date on which the application is submitted. A design patent is usually granted for 14 years from the date on which the application is submitted.
last forever, the patents will last a long time, giving the company a competitors will not be able to design similar products and consumers will go to Lululemon. Once the patents have expired the chances of the design being
out of style are high, so it won't be of use to competitors when it becomes freely available. They also own trademark registrations for the names of several of its products and fabrics. A trademark is a symbol, word or words that are legally registered and determined by use as a representative of a company or product. Trademarks establish
a manufacturer trader able to design specifics to distinguish them from competitors. Lululemon's trademarks prevent other companies from counterfeiting goods. These trademarks include Luon, VitaSea, Silverescent, Luxtreme, Boolux, Nulux (Light as Air), Luxchange, Power Y and Groove Pant. Luon is a primary substance found in a
majority of the company's products trousers to headbands. Luon is 86 percent nylon and 14 percent lycra. VitaSea fabric is made from SeaCell is a yarn made of seaweed and mixed with spandex and cotton. VitaSea fabric is made from SeaCell is a yarn made of seaweed and mixed with spandex and cotton. VitaSea fabric is made from SeaCell is a yarn made of seaweed and mixed with spandex and cotton. VitaSea fabric is made from SeaCell is a yarn made of seaweed and mixed with spandex and cotton. VitaSea fabric is made from SeaCell is a yarn made of seaweed and mixed with spandex and cotton. VitaSea fabric is made from SeaCell is a yarn made of seaweed and mixed with spandex and cotton. VitaSea fabric is made from SeaCell is a yarn made of seaweed and mixed with spandex and cotton. VitaSea fabric is made from SeaCell is a yarn made of seaweed and mixed with spandex and cotton. VitaSea fabric is made from SeaCell is a yarn made of seaweed and mixed with spandex and cotton. VitaSea fabric is made from SeaCell is a yarn made of seaweed and mixed with spandex and cotton. VitaSea fabric is made from SeaCell is a yarn made of seaweed and mixed with spandex and cotton. VitaSea fabric is made from SeaCell is a yarn made of seaweed and mixed with spandex and cotton.
shirts and light layers of the company. Silverescent is a smelly dust technology. The X-Static technology woven into Silverescent fabric binds 99.9% pure silver into the surface of each fiber. The use of this fabric means that there is stink-conquering technology woven into workout clothes that will never stop working or washing out.
Luxtreme is a four-way stretch, sweat wicking fabric that fits like a second skin on the body. Boolux is part of Lululemon's natural blends, which is a mix of rayon derived from bamboo. This allows fabrics to be lightweight, warm, soft and breathable. Nulux (Light as Air) is a fabric that fits against your skin with light compression, the fabric
dries super fast so you don't feel like sweat is weighing you. Nulux fabric is silky soft and has a cool-to-the-touch feel against the skin. The fabric is knitted using a unique technique that makes the products lightweight. The Luxchange means that
products within this category can swap the hood with other items within this product line. Power Y is a style of tank tops made by Lululemon. The Groove Pant is a pair of pants designed by Lululemon that allows for free movement and lightweight feel close to the body. Along with all these trademarks, Lululemon has many other
trademarks, from trademarks to hashtag brands. One of lululemon's most important building blocks is the efficiency of the company. Although designs for Lululemon and contributes to their great success. Designs are sent to manufacturers so produce the
products in a timely matter. From there, products are sent to distribution centers to be shipped to stores and buyers. Lululemon has found for this the most efficient way for the company to product and eliminate waste and costs. When purchasing products online free shipping is recorded directly from a factory. This saves on
shipping time, costs and resources from stores. The high quality of Lululemon can be largely related back to their success. Innovation is another great contribution to Lululemon that is constantly committed to researching, promoting and developing new and innovative materials
that can be used within Products. Lululemon has created specific product lines for many of their products. These included the Luon family (Lululemon's original, signature fabric for yoga), swift swift (extremely lightweight material designed for running), luxtreme (Lululemon's fastest wicking fabric for running), meshes and liners family,
outerwear and family insulation, silvery family (anti-stink, anti-bacterial substance). The company is constantly adding more product lines to expand and grow for the future. Lululemon's responsiveness to customers is what has
helped the company succeed over the years. By responding to customers so quickly, Lululemon has gained customer loyalty. Certified yoga and fitness instructors get a discount on purchases when sending written feedback about the purchased items. By letting consumers and athletes test these products, the company receives direct
feedback from customers about the fit, fabric, quality and design of the product. If there is a problem with products, the company responds quickly to the product for a customer Lululemon wants to help and keep
customers happy. Organizational structure Lululemon's success may be related to their organizational strategy. A functional organizational strategy is one of the most common organizational strategies. This type of strategy makes it
possible for the organization to group employees based on specialized, similar sets of roles or tasks. Lululemon splits his organization into six different specialized categories include strategy, community and brand, creative, human relationships and culture, retail in America and visual merchandising. Within these
specialized categories there are also categories within them including tax and e-commerce. The application of specialized categories within Lululemon employees will have the opportunity to use their knowledge with technical expertise and to work on multiple projects. Each of these departments have managers who report to someone
with higher authority within the department and then they report to those who are superior to them, the CEO, directors, and co-chairman. A board of directors were chosen by shareholders to vote on important decisions for the company. Putting self-interest aside the
directors, CEO, and co-chairmen are required to do what will create the biggest benefit to the company as a whole benefits. allowing
crucial cross communication to innovate and differentiate the products offered by Lululemon. Management strives to stream information from the design process to the shelves in a short period of 45 days. By using this structure, Lululemon can predict more accurately and function more efficiently, operate within budget and use
strategic planning. Lululemon has been operating since January 2014 under the leadership of Laurent Potdevin. Laurent Potdevin is the third CEO and founder, Chip Wilson, stepped down as CEO in 2005 after selling 48% of Lululemon's shareholder stake. After causing
negative publicity for the company and damaging the reputation Chip Wilson had decided to resign completely in 2013. After Chip Wilson did not match that of the founder Chip Wilson's. Lululemon directors are confident in Laurent
Potdevin's abilities to help the company grow to its greatest potential. Organizational StructureChief Executive Officer & Amp; DirectorsJonathan McNeill Kathryn HenryMichael Casey Robert BensoussanTricia Patrick Emily WhiteMartha A.M. (Marti)
MorfittManagementStuart HaseldenChief Operating Officer and Chief Financial Officer Lee HolmanExecutive Vice President, Creative DirectorCeleste BurgoyneExecutive Vice President, Creative Director Vice President, Creative Director Vice President, Creative Director Vice Presid
company has what is referred to as the Lululemon manifesto. The company's manifesto is a way to share their culture with the community around them. It is an ever-evolving collection of bold thoughts and ideas to spark conversation and creative thinking. The vision for Lululemon was to create a place where it was more than just a store
for people to go to athletic gear. The main idea the company is built around is to embody a sense of community when you walk in, a place where people can learn about different aspects of healthy living and discuss the physical aspects that come together with it, as well as the mindfulness and living a life full of possibilities. Lululemon is
also proud to create real relationships with guests and find it a very important part of the business. By doing this Lululemon finds what customers celebrate these goals they have set for themselves. This can be seen today in Lululemon stores around the world. A
constant that has been there from the beginning with the company is the desire to empower people to the greatest potential by providing the resources and the right tools, encouraging a culture of leadership, personal responsibility and goal-setting. Lululemon has seven core values. These values are product, quality, balance, integrity,
entrepreneurship, greatness and fun all found in the centre and heart of the unique corporate culture. Lululemon states: We live a life we love. We have set our goals to align ourselves with our vision and that is why our one-year goals so often become the reality of today. SWOT analyses to Strong presence Community involvement.
Style Comfort High quality Innovation Customer loyalty Strong FinancialsWeaknesses High price Target market Few shops Excess InventoryOpportunities Expansion (Store Front) New market segmentsDreten Competitive market SizeStrengthsStrong PresenceOne of Lululemon's
strengths would be the company's strong presence. Very often, walking in an area where people do some kind of physical activity you will notice that someone is wearing a product from Lululemon product. It is even possible to see people wearing or using Lululemon products not in an environment where you would
usually do any kind of physical activity. All this may be related back to Lululemon's strong presence and repeat customers. Word of mouth enables consumers to freely express their opinions about products to other potential consumers.
Lululemon products have become quite common as a brand that people want to own and want to be part of. Community Involvement the company strives for. Lululemon not only sells products, but also works closely with and within communities. More often than not, the
company will organize free yoga classes and meditation, whether it's in the studio/store or in an open public space. Lululemon wants to be a part of. The company wants to be a model for community-led sustainability by not only inspiring leaders,
but also engaging leaders to achieve the impossible, Lululemon wants to create leaders to achieve the impossible. StyleThe style of Lululemon's products is an important part of what brings customers back and brings in new customers.
The styles the company offers innovative and different. The style of the products can vary from simple to dynamic with reasons behind it. Some products have intricate designs with mesh and other materials strategically placed to create a more breathable comfortable training to benefit the consumer. These different designs
make the products perfect for any situation. Whether it's doing day-to-day errands, going to the gym for an intensive workout, running a marathon, or living the daily life of a yogi. Lululemon ensures that there is a style and product that is suitable for everything. Comfort Lululemon prides itself on the comfort of their products. The company
wants all consumers to feel comfortable wearing the products or using the company's products are made with the idea of no restriction. Lululemon wants consumers to be able to perform at their best and move freely while wearing
Lululemon products, so you're always comfortable. High quality One of Lululemon's greatest assets is the high quality of all the products on offer. The high quality of the products on offer. The high quality of the products on offer. The high quality of the products and
design. Lululemon has patented 45 materials and has trademark registrations for several of its products, fabric names and images. Lululemon has a dedicated department within the company that is constantly
committed to developing new products and improving previous products. The company does this by innovation and change of
products ensures that customers come back for something new. Customer loyalty The customers of Lululemon appear to be very loyal to the company can to be sure that customers will keep coming back to buy products. Customer
loyalty can be directly related to other strengths within the company, including quality, style and comfort. Without all these strengths, customer loyalty would not be that great and perhaps would not be a strength of the company. Lululemon did a very good job at retaining customers through current marketing techniques as well as attracting
new customers over the years. Strong financialsWhen it comes to Lululemon's financialsWhen it co
able to buy back shares in the coming quarters in order to growth share in the market. The stable and growing financials are part of what makes it possible for Lululemon's stock price to continually increase, as well as increasing
shareholder confidence within the company. WeaknessesHigh priceLululemon does not have many weaknesses within the company, but a weakness that consumers often point out is the high price of the products. When shopping at Lululemon you will often not find pants at a price below 80 USD or shorts priced below 50 USD. Tops
range anywhere from 50 USD and beyond as well. Accessories are not much cheaper than tops or bottoms when shopping at Lululemon. These high prices can turn some customers away. Lululemon products, however, are priced on the higher side because of the use of high quality materials. For better quality products, consumers will
have to spend the extra dollar, if that's what they want. Target MarketThe target audience of Lululemon right now as it is can also be found as a weakness. The target market can be defined as a fairly small and specialised market, reaching only about 24% of the population. Lululemon's target audience right now can be defined as
educated, middle to high income health-conscious women aged 18-35. Although the company has a line of products for men it appears that the main focus is on women as that is what the original idea was when starting the business. People can shop online and within the company's stores that do not meet these criteria, however, the
majority of consumers do fit within these criteria. Few stores lthough Lululemon has a moderately strong presence worldwide, the company has few stores. It is today that many consumers buy their products online. However, many consumers prefer shopping in-store when it comes to companies like Lululemon. The reasoning behind this
is that consumers prefer to try on products that have a higher price tag before they buy, so they don't have to go through the hassle of returning and buying back. Lululemon has a total of 351 stores around the world. 351 is a large number, but not nearly big enough for the growing company. Excess stockA other weakness that can be
noted regarding Lululemon is the excess stock the company usually has. It is noticeable that Lululemon makes more products than the company can sell to consumers. Located on Lululemon's website is a section called we have too many implies that they have made too many products and are now forced to sell them at a discounted
price. In Lululemon store there is also a rack where discounted items are located that would be categorized if the we made too much. This may be related back the company as a weakness because since the company has overstocked and cutting prices they are not making as much of a profit on these products. Lululemon could also have
saved the amount spent on the cost of producing them if they had decided not to produce as many. Opportunities for the company has recently added a new product line of shoes, there are many more opportunities for the
company. Not only within adding completely new products, but expanding other products and improving them as well. Consumers today are all about the new technology and new features and innovative that sets
them apart from the rest. New benefits are an important part of attracting new customers and retaining previous customers. Geographic expansion (Storefront) When it comes to Lululemon and the company's global presence products can be purchased online around the world. However, stores can't always be found all over the world.
Lululemon, for example, has only one store in Germany, Switzerland and Puerto Rico and fewer than four in Hong Kong, Singapore, South Korea and China. The limited store doors offer an opportunity for Lululemon to expand the number of stores out there. Densely populated areas around the world are perfect opportunities for
Lululemon to expand geographically. Expanding geographically is also an opportunity for Lululemon to bring out the company's name and reach more presence within these areas, Lululemon could increase sales and thereby increase profits. New market segmentAlthough Lululemon has lines for both
men and women and a line for children under the name Ivivva, there is the opportunity for them to expand into new market segments. For example, a new market they can try to reach is plus size 12, they limit the market they can
reach with their products. A plus size line would not only attract more potential customers for the company, but would also allow the company to build and grow away from the idea of body positivity and comfortable in the skin you have. Threats Competitive MarketA major threat lululemon faces is the highly competitive market. There are
many competitors in the sportswear industry, including Nike, Under Armour, Adidas, Athletica, Zella, and more. Generally, athletic apparel can be defined as a general characteristics in all companies. This general idea of athleticism makes the industry very competitive and often difficult
to distinguish between without research into different products. Companies often try to stand out and by doing this other companies try to do the same, resulting in similar products that consumers often don't see very much differences between. The competition within the sportswear industry is constantly growing and changing meaning
that competitors are always looking for the next best thing to do. Market size another threat that Lululemon faces is the small market size. Not many people fit into the category as health-conscious, fitness inspired, middle to high class income consumers. Within the United States, only a small percentage of consumers fit into the health-
conscious, fitness-inspired categories. Adding in the middle to high class income reduces the market size even more reducing it to about 24%. The small market size often makes it even harder to attract new customers, so many athletic apparel companies put their main focus on customer loyalty. Processes and possibilities In all
disciplines Lululemon wants to realize their visions. Supply chain and the ecological footprint that the company creates are areas that Lululemon focuses on strongly. Since Lululemon does not own their production facilities, the company takes great care and prudent steps in selecting the suppliers to work hand in hand with the company
all the standards that Lululemon applies to meet the best industry standards in its class. This policy outlines that all partners will maintain a consistent set of policies throughout their practices. There are certain conditions that Lululemon has
set before agreeing to a business partnership and has zero tolerance for:Lack of transparency, cooperation and disclosureChild LaborUnapproved SubcontractorsForced LaborCorruption and BriberyMinimum Wage ViolationsThe Zero Tolerance Policy requires that all suppliers must be open, transparent and cooperative with all the
following conditions and at any time allow full access to facilities and provide full information on locations, all practices, and all means used within the production. Lululemon is doing a great deal of acidification to get other communities and businesses involved to support the growing economy. The company sources fabrics and products
from 22 different countries around the world. Of the 22 different there are about 65 manufacturers in total. Of these 65 manufacturers, 5 manufacturers produced approximately 63% of the company's total products. With regard to geographical location. China made only about 23% and South and Southeast Asia made up nearly 67% of its
production facilities (Soni,). By buying these items, the company uses its capabilities not only to benefit the company as a whole, but also to benefit others. Lululemon is constantly contributing to the economies of several countries in the hope of helping them grow. Customers Demographics The target market for Lululemon started as high-
income women between the age of 18 and 35. It has since expanded its target market and has ceased to be gender-specific since the introduction of its men's line. It has also since expanded its age group as it has a line for children. However, the majority of the company's demographics are made up of the adult line and the idea that
adults would be buying the children's line clothes for their children. Lululemon's demographic profile is mainly fueled by women between the age of 16 and 35. The current target group for Lululemon is men and women in the upper middle class between the age of 18 and 35 with a fitness mentality. About 41% of the world's population is
between the ages of 18 and 35. Although Lululemon is a global company North America makes up nearly 95% of sales. With this high percentage, it's safe to say that America would be its main target market. According to the Center for Disease Control and Prevention, about 51% of people aged 18 and older were found to meet the
physical activity guidelines for aerobic physical activity as well as 21.7% meeting the physical activity guidelines for aerobic and muscle strengthening physical activity. The percentage of Americans who exercise for a minimum of 30 minutes three days a week is 49.6%, meaning about 162,000,000 Americans at about 327,000,000. The
percentage of Americans who exercise one or two days a week is 18.5% (60,425,771), the percentage of Americans who have not exercised in the past week is about 31.3% (102,233,873) (Central Intelligence Agency World Factbook). After this, the percentage of Americans who make more than 90,000 USD per year that exercise is
54.3%. The national average of Americans who exercise regularly is 49.6%, and the percentage of obese Americans who do not exercise 30 minutes a given day is 40.4% (Statistic Brain Research Institute). The most important statistic to note is the percentage of Americans making more than 90,000 USD per year who exercise is 54.3%.
This would be Lululemon's main target market. With the percentage greater than 50% lululemon is reaching a fairly large number of people. 56% of Americans make 75,000 USD or more per year and are considered upper middle class and and Class. Of this percentage 24% of Americans are between the ages of 18 and 35, meaning
lululemon's main target audience reaches nearly 80,000,000 people. (Angel,). Although Lululemon was founded and started in Vancouver, Canada, and there are stores located near metropolitan cities. Secondary
locations that Lululemon focuses on are luxury suburban communities. These areas are usually where you will find the majority of upper middle class hard working people between the ages of 18 and 35. A large number of people have been found living in urban areas where Lululemon stores are usually placed in urban shopping malls and
neighborhoods. When it comes to the occupation of the target group lululemon has found that the consumer ultimately does not have the same working area to make. On the contrary, they have noticed that their consumer professions are all very different and come together to share the same love and passion for fitness in the form of
yoga, running, cycling, cross-fit, etc. These common interests in performing at the highest possible level is where Lululemon products come into play. Family size also plays an important role in Lululemon's target demographic. It has been found that people with children are more likely to show a greater interest in quality, well-designed,
designer clothing that will keep pace with their lifestyle. Families often buy more athletic clothing the more children they have. With the main target group between the ages of 18 and 35 this would explain Lululemon's strong online presence and
why a majority of sales come from the online website. Millennials are also a larger generation than baby boomers and generation x, which works in favor of Lululemon because the company reaches a larger number of people within the target market. Another feature of millennials is that they are more materialistic when it comes to buying
products. Aimed at this assortment of people Lululemon is aimed at people who are attracted to high quality products with a larger price tag of a brand name. PsychographicsThe consumers of Lululemon products live a fairly healthy lifestyle and are attracted by fitness trends such as yoga, running, cycling, cross-fit, etc. Typically,
consumers are looking for products that make them better at their practice and keep up with them. Lululemon focuses on people usually concerned about their workout clothes and how they look in them before,
during and after a workout. Also lululemon targets people are further inspired by by and the feeling that it brings them supported by the lifestyle that Lululemon wants to create. Geography Since Lululemon first opened its doors in Vancouver, Canada, growth and expansion has always been part of the company's vision. In doing so, the
company has made sure to be cautious and aware of other cultures and traditions that come together to expand into other global areas. Lululemon never wants to offend people or make the company unwanted for anyone. Currently with 351 stores worldwide in 12 different countries Lululemon is able to provide proof that the company can
expand globally while acknowledging cultural differences and living up to them. Although Lululemon is able to expand globally and not cause conflict, the company wants consumers to be able to expand globally and not cause conflict, the company wants consumers to be able to expand globally and not cause conflict, the company wants consumers to be able to expand globally and not cause conflict, the company wants consumers to be able to expand globally and not cause conflict, the company wants consumers to be able to expand globally and not cause conflict, the company wants consumers to be able to expand globally and not cause conflict, the company wants consumers to be able to expand globally and not cause conflict, the company wants consumers to be able to expand globally and not cause conflict, the company wants consumers to be able to expand globally and not cause conflict, the company wants consumers to be able to expand globally and not cause conflict, the company wants consumers to be able to expand globally and not cause conflict, the company wants consumers to be able to expand globally and not cause conflict.
whether it's in a store in Canada or a store in New Zealand. Changes in Customer Behavior since the beginning of the business. Although there is now a larger consumer base for the company than when it started, customers still portray the same behavioral
characteristics. Lululemon's customers are always known to be very loyal to the company. More often than not, the company can expect a customer to return and buy more products in the future. However, there was a hiccup in Lululemon's products a few years back that resulted in a drop in consumer sales. In 2013 there was a problem
with some Lululemon soils being see-through. This dilemma hurt Lululemon sales and they lost loyal customers. As a result, the company had devised was to provide customers with through a new pair's bottoms in exchange for their old pair, at no extra
cost. Worn or unworn, they wanted to replace all defective trousers to keep their customers happy. The reminder that Lululemon had decided on definitely worked in the company had lost 17% of its inventory and lost $67
million in revenue that year. Once the see-through pants dilemma, but did not take the blame for the previous CEO and founder of Lululemon, Chip Wilson had made comments regarding the see-through pants dilemma, but did not take the blame for the problem. Instead, he
chose to put the blame back on the consumer. Chip Wilson commented that some bodies simply were not meant to fit into the size chart regarding Lululemon's products. His comments included that statement Frankly, some women just doesn't really work for it. Regarding the pilling problem with some of Lululemon's pants.
(Peterson, 2013) The public took these comments in a negative issue and related them back to the size of women's bodies. The audience came to the count that the main point of Chip Spaanduit was that some women's bodies. The audience came to the count that the main point of Chip Spaanduit was that some women's bodies.
eventually forced Chip Wilson to resign as CEO. Since the dilemmas that Lululemon has faced and recruiting a new CEO there is no other major problems that have affected consumer behavior. Consumers are loyal to Lululemon and the company can be proud of that. Lululemon does not expect a negative change in consumer behaviour
within their company at any time. As always, the company as a whole hopes to increase the number of consumers they reach, enabling their customer loyalty is a major contributor to the company's success. What products does Lululemon offer? Lululemon has offered a wide range of products to consumers in the
sportswear industry. Their products range from yoga mats and shoes to tops and bottoms for athletic and daily wear. The company has everything a consumer would need for a day in the gym, in the studio, or for a day of running around. Lululemon is best known in the yoga world for its bottoms, but other products are also top sellers for
customers. Lululemon's product length related to pants includes sports bras, tank tops, short sleeves, long sleeves and jackets. Accessories for the company also has an extensive product length, including socks, shoes, bags, yoga mats
and props, underwear, scarves, headgear and water bottles. The company also makes different lines of products depending on the season and what is in customer demand. In summer there is a swimming collection along with a line entitled holiday-ready gear line. Lululemon's holiday-ready gear line includes brash guards, hats, shorts,
tops, and bottoms made for warmer weather, along with swimsuits. The winter months bring thick coats, scarves, hats and gloves together with other products are designed for use during yoga, running, cycling, cross-fitness, and to and from. Lululemon designs products
with the idea of use for fitness and also in everyday life. Why do consumers buy these products? There are many reasons why consumers buy Lululemon products are meant to last and show no wear and tear through time. Another reason why consumers Lululemon
products is comfort. The design of all Lululemon products includes the main concept of comfort. The company wants all customers to feel free to move as they please and not feel limited at any time. Lululemon products are also purchased by consumers because of
the style and innovation of the products the company has to offer. Products within the company are seen as stylish and up-to-date. Often they are even seen as stylish and up-to-date. Often they are even seen as modern and the next best style by customers. Consumers also enjoy the products Lululemon has to offer because they are constantly changing while also keeping some fan
favorites that can be labeled as the base. The company has simple products and complex, sleek, modern clothing. A consumer can be referred to as simple products. A few of the order qualifiers that must be met by a company's
products to be considered for purchase by consumers within the sportswear industry include comfort and performance. Performance that refers to the consumer feeling comfortable in the product or can't wait for the consumer to be done so they can
take the clothes off. Order winners can be defined as criteria used by customers to distinguish between product should ultimately be purchased.) Order winners who are present in Lululemon allowing the company to stand out from its
competitors are high quality, style and innovation. External environment (Context)IndustrieLululemon is in the sportswear industry. Some of our biggest competitors are Nike, Athleta had 30% of the market, Lululemon had 24%, Nike had 14% and 32% and 32% are high quality, style and innovation. External environment (Context)IndustrieLululemon is in the sportswear industry. Some of our biggest competitors are Nike, Athleta, Addidas, Zella and Under Armour. According to Market Share Reporter in 2015, Athleta had 30% of the market, Lululemon had 24%, Nike had 14% and 32% and 32% are high quality, style and innovation.
belonged to other companies. There is a growing trend among the industry to create a larger online presence. Lululemon already had a strong online presence and much of the company's revenue is generated from online orders. Lululemon already having a strong online presence is working in the company's favor with competitors
recently trying to focus on online sales and penetrate this market. Since Lululemon was founded in 1998, the company has faced major economic ruin. It wasn't just the great recession of 2008 to 2012. The great recession was a period of general economic decline
around the world. Although the time, scale and scale of the recession varied from country to country to country to safe to say that the company is
reliable and an unwavering company. One could foresee that in the midst of a depression that their target audience continues to spend disposable income with. TechnologicalPeople are always on the move and companies need to adapt, especially with the recent and ever-growing Internet boom. Life and the Internet are now more
intertwined than ever by the smartphone, smart watches and other technological developments. Lululemon took notice and turned through the launch of a Lululemon application for both Android and IOS. The application makes it possible for customers to view products and buy products in a shorter time. Time is valuable and every little bit
to save time counts for the consumer. The application was something that Lululemon was motivated to do because competitors like Under Armour and Athleta were releasing applications as well. If Lululemon wanted to be seen as a top competitor, the company had to
think and move quickly. Sociallt seems like since the release of the movie Super-Size Me there has been a resurgence of healthy living and exercise. Lululemon product is a way to demonstrate to others in a specific social group
that customers care about their health and well-being. By owning Lululemon products consumers are also able to show to society their level of wealth. As a result, different social groups either love the company and support them or the company is simply not relevant to them. People love them for the high quality products produced and
prestigious feel connected, along with the price tag. On the other hand, the company cannot be relevant to other company cannot be relevant to other company. Over the past few years Lululemon has been gaining the
consumer next and it seems that many have forgotten about Lululemon's previous CEO and founder, Chip Wilson, saying that women's thighs were the issue regarding the see-through pants epidemic. This is important because if people have forgotten about the company's previous public relations fiasco then Lululemon will continue to
gain market share within the athletic apparel industry. LegalLululemon has a few issues with to the law. For example, the class action lawsuit filed against Lululemon in 2013. The lawsuit was filed in the U.S. District Court for the Southern District of New York and to recover investor damages from the 17% share price decline relative to
Lululemon's release of the company's first quarter results on June 10, 2013. This lawsuit had argued that Lululemon had allegedly made false and misleading statements to hide the charges associated with the see-through pants dilemma. The lawsuit stated that between March and June 2013 executives at Lululemon failed to provide
information about quality flaws in the Luon yoga pants that resulted in part of Lululemon's efforts to cut costs to increase profit margins at the expense of product officer within the company. The fiasco resulted in a loss of between 12
million USD and 17 million USD for the company. From there, the company had problems regarding their CEO as a result of statements claiming that it was not the company's problem, In July 2017, Lululemon filed a lawsuit against Under Armor for patent
infringements and trademarks on several Lululemon sports bras. The lawsuit alleges that Lululemon takes issue with four of Under Armour's unauthorized acts have caused and will continue to cause irreplaceable harm to Lululemon and its business. (Bhatarrai, 2017) The lawsuit has the
potential to be good news for Lululemon, because if they win they will receive money for the loss of the sale they have incurred. Under Armour could face bad publicity in losing the case that has the ability to result in open shares in the athletic apparel market giving Lululemon the opportunity to capture those market shares. In addition, this
lawsuit also sends a message to competitors that Lululemon will not tolerate other companies stealing Lululemon's patented designs. Another lawsuit against Calvin Klein regarding the company allegedly copying the waistband of a pair of Lululemon's pants. The pants that
were copied from Lululemon was the Astro Pant. Lululemon ended up pulling the lawsuit and the two companies later ended up settling out of court for an undisclosed sum. Competitors on the market.
While nike spent more than $1.4 billion on TV advertising last year (2016), nike has become a household name. Lululemon might not be as well known worldwide. Nike also has about 1000 stores more than Lululemon, which is good for the extremely extreme
market presence. While Nike focuses more on shoes and athletic apparel, Lululemon focuses heavily on the quality of the products they offer and the fitness culture in the United States. This is an area Lululemon, as a whole, can target better than Nike. Another major competitor to Lululemon is Adidas. Adidas is known for its classic/stylish
looks in its clothing. The company is also known for their loyalty to football, unlike Nike, which is attractive to almost every sport. Adidas surpasses both Nike and Under Armour in foreign regions such as Europe, Asia and Africa. To catch up and become
a company like Adidas, Lululemon must try to expand to other regions around the world to get a significant share of the global market. Under Armour, over the years, is known for its high quality fabrics and flexibility with their clothing. Under Armour is also one of the younger brands, which is why they have 10 times fewer global sales than
the powerful Nike. Typically, when a consumer thinks of Under Armour they think of elastic, elastic types of clothing that are usually worn as an undershirt or to train in. This is where Under Armour is placed in terms of brand awareness. While Lululemon operates under similar characteristics of Under Armour in terms of the fabrics and
quality of the clothing Lululemon has a stronger brand awareness. Another close competitor of Lululemon is Zella is owned by Nordstrom had recruited one of Lululemon's top designers. This news captured the attention of many as designs were unveiled. Zella offers
similar products compared to Lululemon, including yoga pants, workout tops, jackets and sports bras. The difference lies in the prices and quality level as Lululemon, including yoga pants, workout tops, jackets and sports bras. The difference lies in the prices and quality level as Lululemon, including yoga pants, workout tops, jackets and sports bras. The difference lies in the prices and quality. Zella strives for the same high quality as Lululemon, although it does not achieve the high quality level as Lululemon. Since Zella's products are of a higher quality than other athletic clothing
brands the prices reflect the quality. Zella's prices are slightly lower than Lululemon just as the quality is also slightly lower than that of Lululemon products and consumes the same elite customer base as Lululemon. Zella, unlike Lululemon, also comes in plus sizes.
Lululemon has superior brand awareness compared to Zella and has higher quality products that keep the community and in store
events Athleta does the same. Although the idea comes from Lululemon they will not prevent consumers from going to both companies events. Events are available for Lululemon to expand quickly and overtake Lululemon. Athleta, like the
other competitors do, offers similar clothing compared to Lululemon at a lower price. Consumers can even say that Athleta offers a wider range of products than the we made too many section of Lululemon. Lululemon is still
competitive with Athleta because Lululemon has a larger presence in the United States and worldwide. Lululemon also has higher quality products and a more prestigious feel when wearing the products. These competition can be defined
as a kind of imperfect competition where many companies offer products or services that are similar but not perfect substitutes. There are more than 9 brands that occupy the athletic apparel market which means it would not be classified as an oligopate. All products can be distinguished within the market, no two products are the same
from two different companies. Each company also chooses the price at which they find it is reasonable to price their products on. Barriers to entry and exist the market are low so competitors, all decisions
are separate from each other. All companies within monopolistic competition have a relatively low degree of market power with many companies in the market. Demand is very elastic when it competition, which means that it is very sensitive to price changes and changes in demand. SWOT analysis: NikeStrengths.
Strong brand image. High-quality clothing. Innovation/ research and development. Variety of clothing. Customer satisfaction. Largest market share of the footwear industry Weaknesses. High price. Rely heavily on the shoe market. Negative publicity of outsourcing their production Opportunities. Faster shipping. Building on its global
brand. Higher quality fashion/ design. Diversification in accessories and other premium products Threats. Vulnerability to its global presence, including currency fluctuations and geopolitical events. Overseas relations especially in a very social consumer environment. Two major competitors in Adidas and Under Armour Adidas Strengths.
Life of their business. Many product lines. Heavy Highly effective distribution system. Strong international presence Weaknesses. Outsourcing to other countries. Struggle with customer maintenance Making their brand more stylish/trendy. Continue to sponsor more athletes and
teams. Merge with other companies to compete with larger competitors. Establishment of sports academies worldwide. Exposing their more innovative products to the marketDreten. False imitations of their products. Strong competition between Nike and PUMA. Global economies, especially in Europe, could slow production. Suppliers
have a very high bargaining power that increases the costs under ArmourStrengths. Known for their comfortability. High-quality fabrics. Expand to multiple sports. Growing product portfolio. Growing their marketing presence by including sponsored athletesZwaknesses. No great shoe or accessory presence. Not as high a presence on the
market as other competitors. Very weak global market presence. A restructuring that is expected to cost the company more than USD 100 million. Prefer short-term rapid growth to steady long-term growthOpportunities. High innovation can lead to new and improved product lines. Expand into new global markets. The distribution strategy
will be extended to more retailers. Penetration of the world market may increase sales prices. A wide variety of products could begin to wear off. Competitors in much of the market, including Nike and Adidas, could force Under Armour to focus on new
marketsZellaStrengths. Moderate to high quality of the products. Discount products can be found. Have lines for both men and womenZwakheden. High price of products and product growth. Expansion to other countries.
Standalone store doors only for Zella products. Faster shipping. Expand product lines to children's clothingDretten. Highly competitive market. Products can be easily duplicated and sold at a lower price. Constant technological progress that puts Zella behind competitors that puts Zella behind competitors.
variety of products offered. Offers plus size clothing Weaknesses. No international presence. Lack of widespread name recognition. Low profit marginsOpportunities. Expanding globally. Developing additional product lines. Highly
competitive market with new competitors coming in often. Perceived quality. Growing market for counterfeit products Competitive advantage It Wanlulemon is based on their ability to make a very high-quality
product that is not true and is meant to be a lifetime Lululemon is so of the quality of their products if you have a problem with your product, you return it for a full refund or get your product back brand new. Lululemon is so dedicated to their product quality that they have a separate department called fabrics and technologies. Lululemon is
constantly innovating and is looking for the best and most high-quality materials to take care of their customers. Lululemon's second major competitive advantage is customer loyalty/responsiveness. Customers who buy Lululemon clothing and experience the quality of their product are bound to go back and buy from them again. This
creates a high customer loyalty for Lululemon which is a great feature for a somewhat new company. When it comes to customer responsiveness, Lululemon responds by having their own yoga studios in their own stores, allowing
customers to try out Lululemon's products while giving direct feedback about the product. Financial Ratio Analysis 2014 LululemonNike Adidas Zella Athleta Current Ratio 6.011.021.720.470.62 Gross Margin 0.530.450.480.380.39 Operating Margin 0.250.130.060.110.13 Profit
Margin0.180.100.050.060.08Asset Turnover1.381.541.211.512.11Inventory Turnover4.404.162.955.355.352015LululemonNikeAdidasZellaAthletaCurrent Ratio4.060.480.380.38Operating Margin0.210.140.060.090.12Profit
Margin0.130.110.040.050.08Asset Turnover1.410.081.311.522.12Inventory Turnover4.481.703.105.155.322016LululemonNikeAdidasZellaAthletaCurrent Ratio2.221.022.340.200.54Gross Margin0.480.460.480.370.36Operating Margin0.180.140.080.080.09Profit
Margin 0.130.120.050.040.06 Asset Turnover 1.581.511.351.702.08 Inventory Turnover 4.323.792.884.995.36 Comparing Lululemon had the highest current ratio. This is a great sign for the company. This means that every project Lululemon releases, we know they have the
resources to support themselves. This also means that they do a great job of checking their obligations and are not swallowed up in debt. Another significant financial ratio is the fact that Lululemon had the highest profit margin in each of the three years compared to the other two competitors. This not only shows that Lululemon can make
a profit, but it also shows that Lululemon is consistent in their high profitability year after year. This also shows that Lululemon maintains their companies in the of three years, Lululemon also had the highest in all Year. This means that Lululemon is less at risk
than the other companies because they have a lot of assets and stock ready to be sold or liquidated in case of an emergency. This also implies that Lululemon has very little liability which is especially large for a company that has only been in business for a third of the time. Growth strategy When it comes to growth within Lululemon, the
company, a product-based company and not a service-based company, decided that it would benefit most from the introduction of a new product development strategy. A new product was developed based on recent trends in consumer
behaviour and the lack of products in a particular area within the industry. By taking advantage of these recent growing trends in wearable technology and consumer health awareness, Lululemon has created a new product. The new product made by the company is a band to wear around the foot that tracks heart rate, steps, distance
traveled and calories burned. The product will be printed with the Lululemon company logo to still be recognizable to consumers as a product, it was essential for Lululemon to segment and focus on the segment that would
enable the greatest response to the new product. The company has focused on the right customers as well as differentiated itself on the right customers and distinguished the company's product from competitors. Goals/objectives are simple; to make a profit, increase sales and maintain the brand image. In the
business world, the main goal of any company is to make money. The company not only wants to increase sales, but the company also wants to maintain its brand image. Like Lululemon, it is currently seen as a prestige brand that has a community feel. With the introduction of the new product, the company does not want to stray from the
current brand image. Another goal that the company has is to increase the knowledge of the human body and the wearable technology market is constantly growing with the increased publicity it has received. Lululemon's new product will
enable the company to reach a greater number of potential consumers. By attracting a large number of Lululemon and other athletic consumers to try the company believes that consumers who have previously purchased lululemon products the new
product, The Luup, will try the way it works and will continue to use the product during physical activities and other day to day After consumers have used the new product and spread knowledge of it to friends
and family. Due to customers spreading awareness of the product there will be a greater demand for Luup. If Lululemon can receive a small percent of consumers to buy the product that many of our pre-existing consumers use. Long-term goals
with regard to the new product are to grow the brand beyond clothing and shoes. Also to show consumers that Lululemon can help them in their fitness dreams and desires and help consumers to buy Lululemon products, not only for clothing and shoes, but
also for the wearable technology that allows for the easy and convenient knowledge that consumers will benefit from. Over time, the company hopes for consumers to buy The Luup and realize the efficiency and convenience it can bring to customers' lives. The new product will show consumers that Lululemon is not only a clothing,
accessory and shoe brand, but also an electronically up-to-date company. Segmentation wariables are demographics and psychographics. When it comes to the
demographic aspect of segmentation, Lululemon will divide the market into male versus female, the age range of 18 to 35, and medium to high income levels. The demographic distribution of the market makes the targeting process for Lululemon much easier, because the data for this variable is quantitative rather than qualitative. The
company also plans to segment the market to an average to high income level due to the fact that Lululemon's clothing is more expensive than its competitors based on the quality and effort they put into products. Higher-income customers will be more expensive than its competitors based on the quality and effort they put into products. Higher-income customers will be more expensive than its competitors based on the quality and effort they put into products.
When talking about the psychographic variable of segmentation, the company plans to segment the market based on the lifestyle choices and interests of the customer. The lifestyle of the customer is an important part in the education of this product due to the fact that the company is the of a fitness product that only appeals to a particular
lifestyle. The lifestyle characteristics can be divided into whether customers engage in a healthy lifestyle and, if they prefer a more
simple/basic product. The interests of the company's potential customers may also reflect on whether they prefer more fitness related accessories or everyday/casual accessories or everyd
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to target when selling The Luup. Demographically, Lululemon wants to focus on men and women. Although Lululemon is bath between 16 and 45 years. According to the United States Census Bureau, about 40% of the population is within 16 to 45. The Lululemon not only targets people aged 16 to 45, but also targets middle- to high-income people in the United States. Specificompany feels would be willing to buy the new product. When discussing psychographics, the company plans on targeting properties would be willing to buy the new product. The Luup, has the ability to affect the health-focused lives of people activity. That's about 160 million Americans who could potentially benefit from our product. Especially since our product spethis has a lot to do with our target audience of people between the ages of 16 and 45. Most of this age group is made up of as they find that product, find, more than likely to try it out and buy it. These generations are also more open to welcoming most of the fitness accessory market and Lululemon feels like the company offers a better and more innovative product. Posthat matches the value of the product. When looking at key pricing strategies, Lululemon certainly deals with customer base to other products that are offered within the company. Compared to competitors, Lululemon's products want to be seen as in	nat equates to about 128 million people in the United States alone. Of the fically, these are people who earn an annual income between 80,000 US beople who have a healthy lifestyle, who are interested in technological ple on a daily basis which is a huge attraction for a majority of these types cializes in aerobic activities such as, counting steps and heart rate monitimillennials and generation X. millennials, have been around technology ew ideas and innovation to the market that help stimulate the U.S. economic sitioning for you see in the chart above, this is how the customers of the luid value pricing. This means that the company praises products based of anovative and cutting edge in the athletic apparel industry. Looking at the	ose 128 million, the company feels like it's successfully 10% of that market, which and 250,000 USD. In the US about 25% of the population make up this incomproducts, and fitness products. Customers with more health centered lifestyles with soft people. According to the Center for Disease Control and Prevention, 51% of tor, this can affect most, if not all, of that particular segment. When it comes to perfor their entire lives. People within this age group are constantly looking for the law, Customers who are also interested in the idea of fitness accessories will be dulemon company perceive compared to our other major competitors. At Lululement the benefits and value it offers to customers. When it comes to the new producted chart, it is visible where our competitors lie in comparison between price and questions.	h equates to nearly 13 million Americans, a viable goal. le bracket. That equates to about 80 million Americans who the ll make me more inclined to buy and use the product compared people 18 years of age or older engage in aerobic physical cople interested in more technologically advanced products, test and greatest product that is being marketed and as soon nefit greatly from our product. In today's market, Fit-bit controls on, the company offers a high-quality product at a high price t, Lululemon wants to be perceived in the same way compared liality of the company's respective products. One company that
eally stands out compared to the others is Under Armour. Under Armour offers a product of medium to high quality at a reacompetitors in the industry. To compete with Under Armour, Lululemon ensures that the quality of its products is even higher as consumers before release. Differentiation The new product of Lululemon will create great value in the eye of the considerable on it. By leveuing what customers appreciate, Lululemon has come up with the perfect new accessory to help considerable advantage of a product and why they should buy a product. Lululemon's new product will attract the attention of many. The hrough your actual feet taking these steps. The Luup will allow a more accurate number of steps taken over a certain period Luup will be able to send all this information to your smartphone or other electronic device on an application simply via Blue not the market for wearable technology. With the company primarily involved athletic wear with no technology there are hopestablished brand and expand the product offering that is currently available. Move to a completely new product line of technology is to make a profit within the first year of the life of the product. Lululemon wants to enter this new market with full reduce costs and increase profits. This phase will help to maximize growth and share of the market. Further into the future of	r than Under Armour's and that Lululemon offers innovative technology of sumer. It will be something new and innovative like nothing seen before, issumers better understand themselves. Taking into account all the difference of the Luup will allow consumers to tell exactly how many steps they have do of time to give consumers more confidence in that number. The product tooth. On the application consumers will be able to see not only the numbers to break into a new market to reach a larger number of people. Ultime hology. The company is going to make the brand more than just athletic force. If you move quickly through the introduction phase, the company of this product Lululemon's goals are to constantly innovate and change to	with its new product, The Luup. With the release of the new product, the company Consumers within the athletic apparel and equipment industry value products the ent characteristics that consumers wish Luup has taken them all in and more to cas well as their heart rate during training. The most accurate way to count the next will also differ from competitors because other products from competitors that reber of steps and heart rate, but also the number of calories burned. Strategy Executely, the goal is to take advantage of the fairly new and emerging trend in wears clothing and accessories and make it an all-round athletic go-to business. A place can create product awareness and enable movement in the growth phase at an each product to meet the wishes, needs and desires of the consumer. The goal is the	y predicts that consumers will perceive Lululemon in the same at allow them to learn more about their bodies and the impact of the rest of the competitors. Consumers want to know how to the cumber of steps you take is not through a watch or an app, but may be considered similar to these do not track heart rate. The ecutionProductGoalsThe goal of the new product is to break able technology. Lululemon's goal is to take a successful and the where you can find all your athletic needs. The goal of the earlier stage. The growth phase will quickly increase sales, that this product is not a fad where it is only temporary and is
driven only by the enthusiasm of the consumer. The company also doesn't want it to be a fashion where it's only popular in descriptionLululemon as a whole is invested to create a product with the quality level that the company strives so strongly for part of Company. With the introduction of the new product, The Luup, the company is expected to generate a large amount pody. Consumers want to know how their body works and respond to their physical activity. The actual product that consume echnology band that goes around consumers foot to improve knowledge of the way their body moves and reacts. The product new product is also waterproof. By making the build of the product waterproof, consumers can use the product to track a receive real-time updates on their bodies. The Luup will be able to track the number of steps consumers take and the distant of calculate this number accurately. The band will come in the color black and will be available in a one size fits most categor around the world. The first part of the production process is for the technological side of the product to be built. The technological solution band will go around the electrical components allowing a space to open up in the charging port. The via air freight. These distribution facilities are located in (Canada), Sumner (Washington), Melbourne (Australia) and Columbrate are freight.	or. A product that will continue to grow with the company and success to of revenue in addition to its other many successful products. The new prers receive to give them the knowledge they desire about their bodies is uct is meant to be worn over a sock in the shoe. The Luup will be sweat activity while training in ways that include swimming in water. The Luup rece travelled. The product will also be able to track the number of calories by. The Luup will also be rechargeable from a small exhaust at the top of the company that tracks steps, calories, and heart rate is constructed, and then the last part of the production process will be to add in the charging port over outs (Ohio). By following lean applications and the production process me	promote continuous growth and expansion. Lululemon is known for the high qual oduct is designed and made with the idea of knowledge in mind. The idea that continuous a black one size fits most rechargeable wearable technology band. The Luup, a black one size fits most rechargeable wearable technology band. The resistant, so if the consumer's foot sweats through the sock and onto the tire it we has Bluetooth ability to sync with an application on customers electronic devices a burned and heart rate. The consumer's heart rate can be tracked at the top of the tire, so consumers don't have to worry about replacing a battery. Production a Bluetooth device is added. Once the technology side is built and the Bluetooth for the tire allowing for easy access for charging. Once tires are completed they we entioned above, as much waste as possible has been eliminated. Outsourced cor	lity of their products and maintaining this image is an essential onsumers want to buy the product to have knowledge of their he new product, The Luup, is a high quality, wearable ill not cause any damage. In addition to being sweat resistant, such as smartphones, tablets or laptops, so consumers can he foot, so having the band around the foot tightly will be able in processThe Luup will be produced in production facilities device is installed, the lithium battery is placed. From there, the ill be packed in a box and shipped to our distribution centers imponentsAll raw materials used within De Luup are
butsourced. Lululemon outsources their materials to respond more quickly to the changing environment. For the new product charger included in the product, as well as the packaging. Product Life Cycle StageStream is the product within the introduct introducing a new product, consumers are expected to research the product and be very careful about purchasing the new place main target market including technologically advanced generations, sales are expected to be made quickly. During the integrowth phase, the company will be able to maximize market growth and market share, as well as reduce the production consumer sales behavior regarding the product will still be analyzed to generate new ideas and improvements to the product cullulemon will be able to understand the costs associated with production, packaging and shipping. By better understanding product. Whether it's changing the market it appeals to, changing the product or even marketing mix. In the fall phase companies. The company will also have a possible exit strategy with the use of similar manufacturing processes to create a wat cullulemon has a competitive advantage over other competitors. Best case scenario with the introduction of The Luup Lulule generate large revenues financially, but would still increase revenues by an expected rate of 2%. The company would not have	tory phase of the product lifecycle where awareness is created for the not product. By introducing a new product, there will have to be effective prontroduction phase, consumers will be closely monitored to ensure that the costs of the product and increase sales. By increasing sales as much as at. Once the product reaches maturity, Lululemon must have the best und these costs, the company will be able to alternate the price of the product inies forced to face the decision of whether or not to maintain, harvest, on that features similar features that can be featured in Lululemon's to give mon will generate a greater profit and increase revenue by 7%. This works are to drop the product line, but would instead want to innovate and imp	ew product. Using the product development strategy, Lululemon introduces a bramotion to attract the customer's attention and withdraw them. Without effective product has continuous growth and success. The goal is to go through this phase possible, Lululemon will be able to take control of the market and have a greate derstanding of the costs and changes needed to be made. At this point, the compact to a point that will increase profits, but will also appeal to the consumer. Within drop declining products. With De Luup Lululemon will have the opportunity to a category. During this phase of the product lifecycle, the company will need to call denable the company to have a successful product to continue to grow and increve the product to attract more consumer attention. Services/WarrantiesAll Lulu	and new product to a pre-existing market. Since we are romotion there will be little to no demand for the product. With ase at an accelerated pace to get into the growth phase. During r strength compared to competitors. With continuous growth in pany should also have achieved the largest profit. At this stage, in the term, there will be scope to and innovations related to the dd and innovate the product to appeal to more customer continue to grow and innovate within the product to ensure that lovate. In the worst case scenario, the product would not demon products come with a free lifetime warranty. This
varranty includes their quality promise stating if our product doesn't perform for you, we'll take it back which means if you're either replacing the product or repairing it. All guarantees that the company currently offers will be offered with the purchase Luup's fit if it doesn't fit as they please. This means that the company will be able to make them bigger or smaller based on and Canada. Another goal is that the company can supply enough product for the target 30,000 sales per week. From there of low costs for production distribution to make more profit. Keeping inventory costs low is another important objective set for Marketing channels are important because they can lead to a competitive advantage. In this case, Lululemon improves their rom their suppliers. The Vendor Code of Ethics outlines the company's commitment to the best industry standards. When the or successful long-term relationships to achieve mutual goals established between Lululemon and partners. Lululemon's Veconventions of the International Labor Organization, the Universal Declaration of Human Rights, the United National Global distributor and a production facility based in China, which is a subsidiary of a production facility that the company already us Washington), Melbourne (Australia) and Columbus (Ohio). Inventory is kept low by using only the production facility to production	of The Luup. Along with the warranties the company offers customers a what the customer wants. Location (Distribution) The company has set me, Lululemon's long-term goal is to expand Luup to all 406 companies that it the company. Often the company is left with too much stock on product products by working with certain suppliers. Lululemon channel member the company's Vendor Code of Ethics violates local law, partners follow seendor Code of Ethics is regularly updated to keep up with constantly challed Impact Principles, and the California Transparency in Supply Chains Aces, will produce the product. Once the products are produced they will be	also receives a free reusable bag with the purchase of The Luup. Lululemon will a lany goals in terms of location and distribution. The first goal is to distribute to all at operated stores worldwide. Channel objectives are an important part of determints. With the new product, The De the inventory should be kept to a minimum and its are only chosen if the values match each other's. Lululemon has a Vendor Contricter regulations to ensure the company is safe. The company believes that aligning regulations and emerging regulations. The Vendor Code of Ethics is based at. The company will use channel intermediaries to produce the product in an efforce shipped to Lululemon property distribution centers. The Luup will be distributed	also offer a free extra service to consumers to customize The 296 companies operated stores located in the United States ning the success of The Luup. Lululemon has set itself the goal only produce what is needed in an effort to eliminate waste. We of Ethics that outlines the standards the company expects uning and creating core values from the get go provide a basis I on recognized standards and principles. These include the to keep production costs down. Lululemon will be the I from four distribution centers in Vancouver (Canada), Sumner
basic case of 5% of the revenue being generated from The Luup. Production speeds will reach up to 45,000 products per worduced in an hour. Once the manufacturer has completed the products, they are Sent. By using air freight products with a sent product and all the sent products. Be a capacitated as a retailer because the company sells directly to consumers for non-business at the product. Lululemon is classified as a retailer because the company sells directly to consumers for non-business at the products. Based on the Vendor Code of Ethics, it is clear that Lululemon is engaged in a vertical marketing system are contracted to the production and the ventical marketing system is independent companies at different levels of the production/distribution contract toge excellence. The Lululemon brand has a subtle hint of flair and simplicity. As an exclusive brand, the company doesn't want to overland the company makes short clips including snippets of fitness-based activities to promote health and benefit potential customers and builds customer relationships by communicating customers Using advertising as a promotional tool	must be delivered to distribution centres within 6 to 8 days. Shipments at the made available to customers to be sold at an expected rate of 30,00 to take 5 years or more. Once the company has deemed itself able to easies. Lululemon is a self-service retailer because consumers do not necestrum. Moreover, Lululemon must be a specialty retailer, as the compastem. A vertical marketing system can be defined as producers, wholes either to obtain more economies of scale than any could only. Promotion o attract too much attention because they want to stand out from competine company can offer. Evaluation of Promotional MixAdvertising is an in	and deliveries are carried out once a week, from distribution centres to stores in N OO units per week. After Luup receives recognition from customers and competito expand The Luup will be available around the world in more than 400 business-oned additional services or information about the use of a particular product. More sany sells specialty products and consumers can consider the company's products alers, etc. one channel member owns the other. More specifically Lululemon could Goals Lululemon is an exclusive and prestigious brand. The goal of the company titors as a prestigious community-based feel. Lululemon is not a company that we apportant part of many companies promotion mix including Lululemon's. Advertising	orth America. In addition to being company owned in North ors, the company plans to expand. This expansion can only be wined company stores. This expansion would lead to higher specifically, the company is a specialty store, because when a sit to be unique and consumers can often go to great lengths to did be categorized as a contractual vertical marketing system. A is to keep it that way. So the promotion mix is must be one of ould want to produce a commercial with the intention for it to no ensures that the company reaches a large number of
ways. With The Luup in mind, Lululemon will use informative advertising to introduce the new product and build the brand in promotion include discounts, discounts, coupons, competitions, displays and demonstrations. Lululemon currently uses some can damage the prestige image the company has created for itself, allowing consumers to view the products at a lower level est. With the introduction of De Luup demonstrations, the company will be able to promote the product best. New consumers are public relations is another part of the promotion mix that Lululemon will use with the introduction of the new processorships and special events. Lululemon currently uses public relations within the company's promotional mix. The introduction of the new processorships and special events. Lululemon currently uses public relations within the company's promotional mix. The introduction of spersonal sales. Personal sales is personal presentation by the sales team to build customer relationships. This can be do because the prestige image that Lululemon itself has created could be weakened by the use of trade fairs and presentations and individual consumers. Many forms of direct marketing exist in the world, but all forms are less public, tailored and interactive audulemon to grab the attention of potential buyers. Direct marketing is part of the promotional mix that the company will consumpt to make the promotion mix. Internet/digital marketing as the use of interactive and digital media to engage in two ways to have	nage. Informative advertising will explain the new product, how it works are, but not many of these forms of sales promotion. The company does reduced the sales have a select number of discounted items when the pers will be intrigued by the product and want to know exactly how it works luct. Public relations includes building good relationships, building a good duction of the new product gets more attention from customers with a proper through sales presentations and trade fairs. Lululemon does not curred with the introduction of De Luup, the company does not believe that the promise of direct marketing can include catalogs and direct mail. Lululent tinue to use with the introduction of the new product. Emails are a simple	and the benefits that customers will receive from having the product. Sales promonot use discounts or coupons because of its prestige image and value that is held roduct stock level is too high. The company regularly posts short video clips that is, along with the benefits of buying the product. Demonstrations will allow the cord image, handling rumors, and more. The company can build good relationships less release. A press release will make it possible for the company to get more at ently use personal sales as an important part of the company's promotional mix. The company would benefit in a large enough way to cover the costs that Lululemon uses direct marketing on a daily basis. The company regularly sends emails e and efficient way for the company to make potential buyers aware of The Luup	otion provide incentives to encourage purchase. Forms of sales of close to the heart of the company. Discounts and coupons show how products perform and how consumers can benefit inpany to attract the attention of a larger number of potential and a good image through the use of press releases, tention on The Luup. The next component of the promotion mix The company does not rely on this part of promotional mix on would marketing can be defined as direct connections with to potential consumers. The emails are a general way for Internet/Digital Marketing is the most important part of the
marketing on a daily basis. The company constantly uses Twitter, Instagram, Pinterest and Facebook to post real-time updated and a daily basis. The company to connect with consumers and receive feedback in a shorter period of time. When it converses are drawn to the final product via incentives, this form focuses on the use of advertising. Lululemon focuse he use of advertising, internet/digital marketing and direct marketing, it will be possible to attract the attention of the consumers and company that sells wireless fitness tracking technology using Bluetooth and smartphone technology. The two he most basic model and 299.95 USD for the FitBit Ionic Watch, Watch, has a built-in GPS and heart rate monitor. As a restance its inception in 1998, by selling and developing the company's product lines, and this allows the company to believe that the price of the new product is higher and yet gets a large part of the market. Due to outsourcing resources and product arget group of young, educated and active men and women. The Luup's lightweight, sleek and durable design allows these inducing activities or a daily dive. The Luup is designed to be worn around the foot, in the shoe, allowing the product to go used to the source of the product to go used to the shoe in the shoe, allowing the product to go used to the shoe in th	ttes to reach a larger number of potential customers. Continuing the prorumes to the promotion mix strategy there are two different strategies, while on the pull promotion mix strategy. The introduction of The Luup will conter in relation to the new product. PriceGoalsWith the rechargeable batter main competitors in the market, Nike and FitBit, have polar prices for the rult of FitBit strictly selling technology products, Lululemon believes this lat this customer base will support the new product with early adapters be at this costing only 25 USD per product, the company believes 75 USD is a consumers to use the product not only while engaging in intense physical noticed by colleagues in the workplace and not interfere with the stand	motional strategies that the company currently uses regarding internet/digital march push or pull. Push is when the product is pushed through marketing channels ontinue to use the pull strategy to attract customers to the final product rather that ery and lifetime warranty, the company's goal is to offer a competitive option in their product based on quality and the features each possesses. The Nike+ sensor eaves much of the market open to another high-end design from a more establist uying this product once it hits the shelves. Lululemon believes that the company's prudent price to obtain Lululemon's sales goals and estimates. Value Propositional activity, but also comfortable in the daily activities in their lives. The Luup is swards of professional clothing. These features distinguish The Luup from other product is pushed to push the product of the product is a product of the product is a product of the product is pushed to push the product of the product is pushed to push the product of the product of the pushed to push the product of the pushed to push the product of the product of the pushed to push the push the pushed to push the push the pushed to push the	keting The Luup will be promoted in similar ways. The use of to the end consumers, this form uses personal sales. Pull is a the company that puts the product on the consumer. Through the fitness technology market. Lululemon's definition of the retails for 11.99 USD. While fitbit prices start at 59.95 USD for the company. Lululemon has been a heavy customer following to brand image has a higher prestige than Nike, which means on the new product offers clear benefits for the individuals in our weaty and waterproof, allowing it to be worn during sweat aducts in the market that are worn around the wrist, and
exposed to the environment. The Luup is also manufactured in the most efficient way possible to ensure a slim and comforts consumers seek at a reasonable price. All of these features are assured with the company's promise of a lifetime warranty to customer base, if potential consumers don't find the value of De Luup greater than the cost, customers won't buy the product notice as, individuals place a high value on technology that helps them in their fitness journeys, providing the demand to be courchasing the product. This strategy uses the psychographic consumer behavior by instilling the perception that this new product, also allowing maximization in short-term profit. The new product prices correlates with the price of The Luup, this caper sale and the high barriers to entry in this technologically advanced market ensure that the company can make use of the generating a higher likelihood of sales for the product. However, to encourage consumers to buy the Lululemon brand shoes the total cost (XX). The new product costs 34.73 USD to produce. To minimize the company's fixed costs, Lululemon will full produce The Luup. Fixed costs were determined by the addition of the SG&A, real estate and equipment, accumulated company the predicted fixed costs of De Luup.Fixed Costs:Amount:SG&A\$628,000,000Property and Equipment5553,4	o provide the highest possible value and unique features not available fret. In 2008, only 21% of Americans ages 18 and up complied with the CE ome The Luup StrategyLululemon's team will use a customer value base roduct has a high value based on the higher price. The company is position be referred to as market skimming. Lululemon is seen as a prestigious market skimming strategy. Finally, Lululemon will offer product bundle is, the company will offer a discounted price on The Luup when purchasedly outsource the production of The Luup. Lululemon currently uses a fact depreciation, research and development expenses from Lululemon's 20,000,000Depreciation203,800,000Research and Development628 100000	om competitors. The prices of the product are relatively elastic due to competitor DC's Physical Activity Guidelines. This percentage grew to 51.7% in 2016 due to ed pricing strategy, more specifically, value added pricing. The price of De Luup stioning the product to the standard of the other product lines Lululemon offers with s brand and the prices of products reflect the position. Due to the company's proprices as a buying option for The Luup. The company designed The Luup to be dead with the same brand shoes. Break-even analysisThe break-even point of a protory in China that produces 23% of the company's current products; Lululemon's 216 annual report. After this number was calculated, it was multiplied by the percentage of the Cost:\$1,385,928,000,000,00Luup fixed Cost:\$55,437,120.00The co	s selling similar products. Although Lululemon has a loyal new trends in physical continue to develop to this day. With this reflects the high quality and value that buyers will receive when h a price of 75 USD correlate with the high quality of the fit margin of 55 USD, Lululemon will generate a high turnover compatible with all shoe brands to avoid internal product prices, ject is the production level where the total revenue is equal to team plans to use the technology affiliate of this factory to entage of turnover that De Luup will create, 0.04, to the mpany's variable costs include all materials that will be used to
produce The Luup. Lululemon will use bulk procurement from a technology wholesale outlet in Guangdong, to reduce the upper purchased in bundles of 1000 at a unit price of 4.50 USD. The luup's main computer function, with 5500A heart rate monitor USD. The packaging costs of De Luup are similar to those of the FitBit and cost 5.00 USD per unit produced. Shipping costs and \$0.80\$1,221,162,40Lithium Polymer Battery\$4.50\$6.6, 6, 6 869.038.50Spertain computer function with Bluetooth compirest found the contribution margin. The contribution margin for the new product is the selling price minus the variable unit coequal to 1,037,759.64 units. To know our break-even point in dollars the company must multiply break-even point in units by collecting a profit on the project. Capital Budgeting AnalysisFor lululemon may decide to move forward with this new project ate of return (IRR). The WACC is defined as a calculation of the capital costs of an enterprise in which each capital categors showed that the WACC would be 10.00%. This was considered when calculating the NPT of USD 121,943,303.44. The IRR pattery widely used in mobile smartphones, The Luup will power. The design of lithium polymer is slimmer, lighter, smaller as when a battery loses capacity if it is not fully discharged when used. This battery, accompanied by proper care and mainters	and Bluetooth compatibility, will be purchased in bundles of 1000 at a use will be minimized by using the current logistics processes of Lululemon patibility \$8.00 \$12,211,624.00Charger \$0.32\$4 88,464.96Packaging \$5 st (75.00 USD — 21.58 USD), equal to 53.42 USD. Lululemon was then the retail price (1,037,759.64h X 75.00 USD), equal to 77,831,973 US. the company has to decide whether the product will make money and by is weighed proportionally. (Investopedia, 2017). To calculate WACC, the of our best-case model is. With this information, the company conclude and safer than other battery types, battery types, as the most advanced by	nit price of 8.00 USD. The purchase of De Luup includes the 27 cm Micro-USB of Sectory in China, but will cost an addition of 2.96 USD. Variable Cost:Unit Amol. 00 \$7.632,265,000 and treatment\$2,96\$4,518,1300.88Total Variable Cost:\$21.0 able to calculate the break-even point in units by dividing the total fixed cost by the These break-even points identify the amount of units the company must sell or the sustainable. This information can be found by calculating the weighted average the enterprise must multiply the cost of each capital component by its proportional of that the new project will be a financial success. Implementation and controlTime pattery on the market. (XXX) The reason the company has opted for lithium polynomials.	harging cable that costs 0.32 USD at a bundle price of 100,000 bunt:Amount per Period:Poly Carbonate/ Silicone 58\$32,940,855.74To find the break-even point, the company the contribution margin (55,437,120.00 USD / 53.42 USD), ne amount of revenue Lululemon must generate to start e capital cost (WACC), net present value (NPV) and internal I weight and take the sum of the results. Lululemon's analysis ing and implementationA rechargeable lithium polymer battery, ner is because it does not suffer from the memory effect, which
new product development production inventory. The timing of December 1st is based off of several factors, primarily the Chamembers. The second reason for the specific timing is because of the infamous New Years resolutioners who will soon be simplication timing is the approach to the beach season. Depending on geological location, in just a few short months after December 1 to health conscience and need fitness tracking technology to help them in their health efforts. December 1 expected to generate sales of 114,484,000.00 USD in the first year. Lululemon calculated this number because for the first year recent years and years. Lululemon sells the new product for 75.00 USD per unit and expects to sell 1,526,453 units in the han 640,000,000.00 USD. Scenario AnalysisBase CaseThe company-based (expected) case is to product, The Luup, for a unit, the company will generate more than 83,000,000,00 USD gross profit for the new product, The Luup, in the first year. It generate 5-7% of the total revenue from De Luup annually. Selling the new product at 75.00 USD, with 7% of annual revenue of production costs, the company would accrue a gross profit of 146,921,133.00 USD in the first year, and 734,605,666 evenue comes from The Luup, it can be difficult to globalize the product into a suitable athletic band that consumers use determined to the first year and that consumers use determined to the first year and ya4,605,666.	exarming gyms and fitness classes. Two thirds of adults in the United State ecember, people will replace the sweaters and jackets for shorts and bast provides the optimal timing for the implementation of The Luup and wayear it expected 4% of the company's sales came from the new product, first year. The company expects that sales related to the product will compout 4% of annual sales. The Luup costs Lululemon 34.73 USD to make Lululemon can continue to generate these profits, De Luup will achieve the coming from The Luup, Lululemon would have 200,347,000.00 USD for USD over the course of the next 5 years. Worst Case In the worst-ca	ates set fitness goals as their New Year's resolution (XX) and should be targeted thing suits as spring break comes into view. It calls for a cheeky wake-up call and ill lead to a strong start to sales for Lululemon. Sales Estimates (forecast) Based of The Luup. The company is expected to have an estimated revenue of 2,862,100 ontinue to increase with the average growth of lululemon sales at 11.87% over the expected in the increase with the average growth of lululemon sales at 11.87% over the expected for the sales and production costs, along with the Bluetooth app Blue a profit of 415,000,000.00 USD in 5 years, ahead of an increase in revenue grown 2,862,100,000.00 USD revenue from the new product, The Luup, in the first se scenario, the company estimates to earn only 2% of total annual revenue from	as a prime market segment. The last factor that adds to the d an urge to do whatever it takes to get back in shape. This on the company's forecasts, the new product, The Luup, is 1,000.00 USD for fiscal year 2018 based on the pace of growth e next 5 years, bringing the Luup sales per year to 5 at more etooth app with me. By selling the product at 75.00 USD per wth. Best CaseThe best scenario would be for the company to year. In this best-case scenario of 7% revenue from The Luup, in the new product, The Luup. If only 2% of the company's
product will still earn more than an expected 209,800,000.00 USD in profit, but may not be as globally recognized as the consistent that Lululemon believes can be obtained. The company offers discounted rates for consumers who buy Lululemon brand growing and is seen as a prestige brand. With the growing annual demand for Lululemon products, the company believed and language. The Luup is a financially advantageous product for the Lululemon brand. At the best case of the company, L21.943.303.44 and IRR of the company has decided the new project will be financially beneficial and have decided to accompanse the introduction of De Luup into the product mix of the company will take the company into a whole new madistribute other products offered by the company. Given the NPV of 121,943,303.44 and WACC of 10.00% of the company, Lululemon's new product, The Luup.References· 13 November 2017· 14 November 2017· 0o 14 November 2017· 14 November 2017· 13 November 2017· 13 November 2017· 13 november 2017· 13 november 2017· 14 November 2017· 13 November 2017· 13 november 2017· 14 November 2017· 15 November 2017· 16 November 2017· 17 November 2017· 18 November 2017· 19 November 2017· 19 November 2017· 19 November 2017· 10 November	mpany would prefer to be. Sensitivity analysisAll of these sales are base shoes along with The Luup, making it more attractive. With a unit cost of eves it is inevitable that the new product, The Luup, will also grow in dem Lululemon will gross \$83 million This will be possible through the help of ept it. Conclusion Finally, the company has decided to continue with The arket. The company's marketing strategies will allow Lululemon to gain a De Luup will be a financial success and will be good for Lululemon. For mber 2017·14 November 2017·14 November 2017·14 November 2017·14 November 2017·14 November 2017·14 November 2017·19 Nov	d on the annual growth rate of the company in Lululemon as a whole. The expect 34.73 USD, and sales of the product at 75.00 USD, the company believes it can and. Although sales may not grow from this new product, gross profit will increase f marketers gaining a large market share and managers of the company oversee a Luup. Lululemon has a high prestige attached to its brand name and has prove significant percent of its market share. The company will outsource the product a example, the company believes that De Luup will be a positive addition to the Lu	ted volume of units sold per year of 1,526,453 units is an make a profit from the new product with the popularity of the se annually by margins of USD 40.27 per unit. Comprehensive ing production and supply chain activities. Met Met NPV of n to be very successful with the company's innovative products and use existing supply chain routes that are already used to lulemon product mix and is confident of continuing to produce

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