

Mission statement is a technical athletic apparel company for yoga, running, training and most other sweaty pursuits. lululemon has released its first-ever Global Wellbeing Report, driving the company's commitment to advocating wellbeing and enabling holistic wellbeing through movement, mindfulness, and connection. Lululemon operates an innovation hub called Whitespace in Vancouver and New York

City to create a new value proposition for customers and develop effective barriers to protect its competitive advantage. Working in partnership with global, national, and local organizations, we invest in local community resilience, pursue high impact through philanthropy, research, and advocacy, and contribute to a culture of impact at lululemon. facility Diversification into the casual lifestyle market allows Lululemon to maintain premium prices and lower the buyer's bargaining power. The increasing focus on diversity and inclusion could impact Lululemon's marketing and branding strategies. Q4: Q5: They force are: Threat of New Entrants, Threat of Substitutes, Bargaining Power of Customers, Bargaining Power of Suppliers and Competitive Rivalry. However, Lululemon is the pioneer of the athleisure brand, and the company has a long history of creating innovative products. Rapid innovation creates strong differentiation from competitors, keeps the brand fresh, and recruits loyal customers. The company's brand name is also another intangible resource for Lululemon because the organization has managed to stand out from its competitors. The company's capabilities include the fact that the company is able to maintain an inventory management system that. B: Vision statement Lululemon Athletica, active and enjoyable lifestyle. Operational: 1 _ From the beginning of hiring employees Lululemon choose to hire whom interested in fitness. The current economic climate could impact consumer spending habits and Lululemon's sales. The increasing use of e-commerce has changed the way consumers shop for Lululemon's products. The use of data analytics could help Lululemon better understand customer preferences and improve its products. The push for sustainable and eco-friendly practices could impact Lululemon's supply chain and production processes. The increasing demand for eco-friendly products could create new opportunities for Lululemon. Changes in consumer protection laws could impact Lululemon's marketing and advertising practices. Innovative products increase brand loyalty from the existing customers Novel products give new customers a reason to buy the Lululemon brand. Casual clothing and footwear are the next frontiers for increasing the competitive advantage of the Lululemon brand. Lululemon is on the right track to diversify the material source and manufacturing facility to lower the supplier's bargaining power. Another notable capability in the company is the ability design unique and technologically relevant products. C: The SMART objective Financial : 1-Lululemon creat good strategy way for financial was to stock a limited supply of an item. 3-store manager are given funds to repaint their stores ,any color, twice a year The interior design of each store is largely up to its manager. Lululemon trained the employees to foolding tables near to the fitting room, which can lead them to hear the complaints from the customers. Q3: PESTEL analysis of Lululemon's market in the USA: Political: 1. The growing emphasis on health and wellness has created demand for Lululemon's products. Advances in wearable technology could impact Lululemon's product offerings. The bargaining power of suppliers is high as Lululemon does not operate any manufacturing. Differentiation in the product, place, price, and promotion are the foundation of Lululemon's competitive advantage in an intense industry. Innovation, Research & Development, and Intellectual Property are the building blocks

of Lululemon's competitive advantage.ensures that artificial scarcity of products in its stores.Lululemon

Core Competencies One core competency for Lululemon is the company's ability to establish strong relationships with its customers.We've heard loud and clear that we need to change behaviour within our own walls to support the Black Lives Matter movement and meaningful lasting change in the world.Our products and actions prevent environmental damage and contribute to restoring a healthy planet.Limited .menswear offerings.Weakness: 1.4.2.3.4.5.2.3.4.5.2.3.4.5.6.7.2.3.2.3.2.3.2.3.2.3.2.3