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LULULEMON ATHLETICA SWOT & PESTLE ANALYSIS

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Company Name : Lululemon Athletica

Company Sector : Athletic Apparel Retail

Operating Geography : Canada, North America

About the Company : Lululemon Athletica sells technical apparel for yoga, running, training and other athletic pursuits. The company was founded in 1998 with headquarters in Vancouver, Canada. It was founded with a vision to create a community for people to learn and discuss healthy living, mindfulness and living a life of possibility. The company desires to empower people in reaching their full potential by providing the right resources and tools. Core values are: quality, balance, integrity, product, entrepreneurship, fun and greatness. It has won the 2019 Forbes Retailer of the year award, defeating Walmart and Target. The company has approx.19,000 employees as of February 2020.

Under the brand name Lululemon, the company offers a wide range of healthy lifestyle inspired athletic apparel and fitness-related accessories for both women and men. Lululemon's apparel collection incorporates pants, shorts, tops, and jackets suitable for athletic pursuits like yoga, running, training, gym, and other sweaty activities. These apparels are designed and developed with technically advanced fabrics and crafted with innovative functional features.

In order to cater to the diverse needs and shopping desires of Lululemon's customers, the company operates in both physical and digital space via its two major business channels namely, company-operated stores and direct to consumer. As of Feb 2020, Lululemon's retail footprint included 491 company-operated stores which forms the largest source of revenue. Besides, 28.6% of Lululemon's net revenue by the end of 2019 fiscal year is generated from its e-commerce platform, which constitutes a substantial part of lululemon's business model.

Lululemon mission statement is “to elevate the world by unleashing the full potential within every one of us.” Lululemon Athletica’s a vision is to be - The experiential brand that ignites a community of people through sweat, grow, and connect, which we call "living the sweatlife."Driven by its vision, Lululemon's USP or Unique Selling Proposition sprawls in being a

popular athletic apparel brand rendering a combination of performance, style, and sensation in its athletic apparel to inspire people to engage in yoga and other pursuits for a better and healthy lifestyle.

Revenue :

\$4.40 billion - FY ending January 31, 2021 (YoY growth 10.8%)

\$3.97 billion - FY ending February 2, 2020 (YoY growth 21%)

\$3.29 billion - FY ending February 3, 2019 (YoY growth 24%)

\$2.65 billion - FY ending January 28, 2018 (YoY growth 13%)

\$2.34 billion - FY ending January 29, 2017

SWOT Analysis :

The SWOT Analysis for Lululemon Athletica is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Market leader in yoga and workout clothing for women in North American markets 2. Control of both production and distribution aiding margins and customer loyalty 3. Strong operational performance and goal delivery ahead of schedule 4. Niche focus that enables sale of high demand products at premium price 5. 'Power of three' strategic plan for growth 6. Leveraging the power of communities for marketing 	<ul style="list-style-type: none"> 1. Weakening retail base in USA 2. Association of brand with women's clothing despite increasing focus on men's wear 3. High dependency on a small number of suppliers 4. Series of controversial remarks and scandals by CEOs
Opportunities	Threats
<ul style="list-style-type: none"> 1. Athleisure becoming a mainstream trend across the world 2. Growing health and fitness market in Europe 3. Expanding reach through collaboration 4. Category expansion in women's core segment and accessories through solving unmet needs 	<ul style="list-style-type: none"> 1. High competition from established players and new entrants 2. Reduction in discretionary spending due to economic downturns 3. Inability to anticipate consumer preferences

PESTLE Analysis :

The PESTLE Analysis for Lululemon Athletica is given below:

Political	Economical
1.Impact of trade restrictions on merchandise sourcing	1.Fluctuations in raw material cost 2.Impact of foreign exchange rate fluctuations
Social	Technological
1.Yoga for social wellbeing across the world 2.Rising trend of gender equality 3.Strategy of premium pricing with minimum discounting	1.Technology for enhanced customer experience 2.Technology innovation in athletic wear fabrics
Legal	Environmental
1.Changing tax laws across jurisdictions 2.Anti-takeover provisions of Delaware Law	1.Reduction in waste footprint 2.Controlling greenhouse gas emissions 3.Responsible sourcing of raw materials

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