



Lululemon

Team project 2

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About Lululemon

- Lululemon
 - Canadian company founded in 1998
 - Specializes in activewear
 - Best known for Pilates, yoga, running, and light weight training wear
 - High quality patented materials





lululemon  athletica



Proposal

- Live Active with Lululemon
 - Products
 - Hand Weights
 - Medicine Ball
 - Cycling Shoes
 - Bicycle Helmet





Trend forecast

- Trends:
 - At home workouts
 - Outdoor workouts
 - Pilates and yoga classes
- Cause:
 - COVID-19
 - Celebrities starting to credit their bodies to pilates and yoga



lululemon athletica

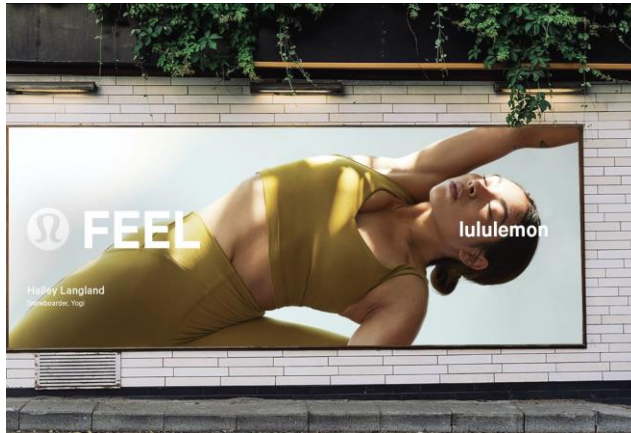


SWOT Analysis

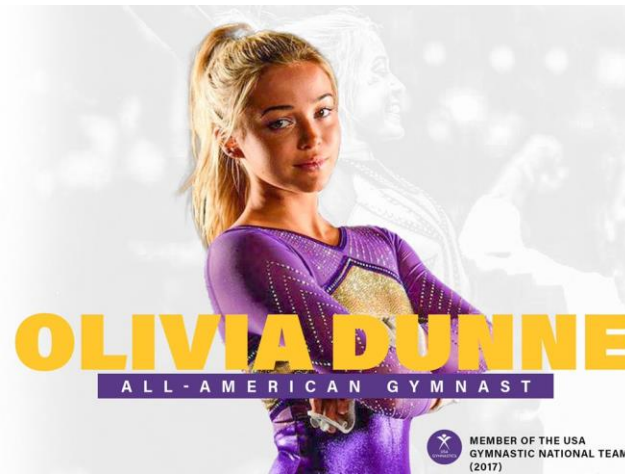
<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none">• Patented LUON fabric.• International presence• High quality products• Good customer loyalty	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none">• Expensive product• No strong marketing• Small target audience• Few brand collaborations
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none">• More collaborations in sports• Wider variety of pricing among the products• Expand international presence• More marketing on social media	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none">• Products are duped for cheaper on sites such as amazon• More expensive in comparison to competitors



New marketing strategies



- Social Media Presence (TikTok)
 - using hashtags to attract customers (reels)
 - increase brand awareness
 - videos with tips and motivation
 - 4.3 million followers on Instagram
 - digital marketing strategy



- Sponsorship Marketing
 - promote products using influencers
 - advertisements, collaborations, billboards
 - athletic influencers

More Strategies

- Loyalty Programs (rewards program and points system)
 - rewards, discounts, points every time you purchase product
 - reward for brand loyalty
 - create a point system (insider perks)
- Experiential entertainment
 - Lululemon studio mirror
 - functions as a personal trainer
 - meet top rated instructors
 - experience popular fitness classes

