

Profile of Lululemon Athletica: a Specialist in Stylish Fitness Apparel

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Abstracts

Lululemon Athletica, based in Canada, specialises in the design and sale of technical apparel and accessories for athletic pursuits such as yoga, running and general fitness at premium prices. The company has carved out a lucrative niche in the athletic apparel market by supplying high performance, stylish yoga wear which has attracted a cult-like following among women. Over the past four years, its sales and operating profit have risen at compound annual growth rates (CAGR) of more than 40% and 60%, respectively. This enviable growth has attracted a number of major sportswear companies - including Nike and Adidas - into a market in which Lululemon once enjoyed a virtual monopoly. As a result, competition has intensified and therefore the company is expanding into new product categories and geographical markets in an attempt to achieve a more diversified customer base. The company has projected that sales in its 2013/14 financial year will grow by at least 20%. The report includes analysis of the company's: development; corporate mission and strategy; corporate social responsibility (CSR) policies; products and product sourcing; distribution, sales and marketing; competitors; and financial performance. The report also includes an outlook for the future. This report serves as an indispensable case study for those who want insight on a company which has grown to become a market leader in a niche industry.

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