A historical painting of a coastal city, likely Constantinople, featuring a harbor with numerous sailing ships and a cityscape with domes and minarets. The scene is framed by a decorative border with star-like motifs at the corners. The text is centered over the upper half of the image.

**“LULULEMON ATHLETICA:  
PRIMED FOR GROWTH”**



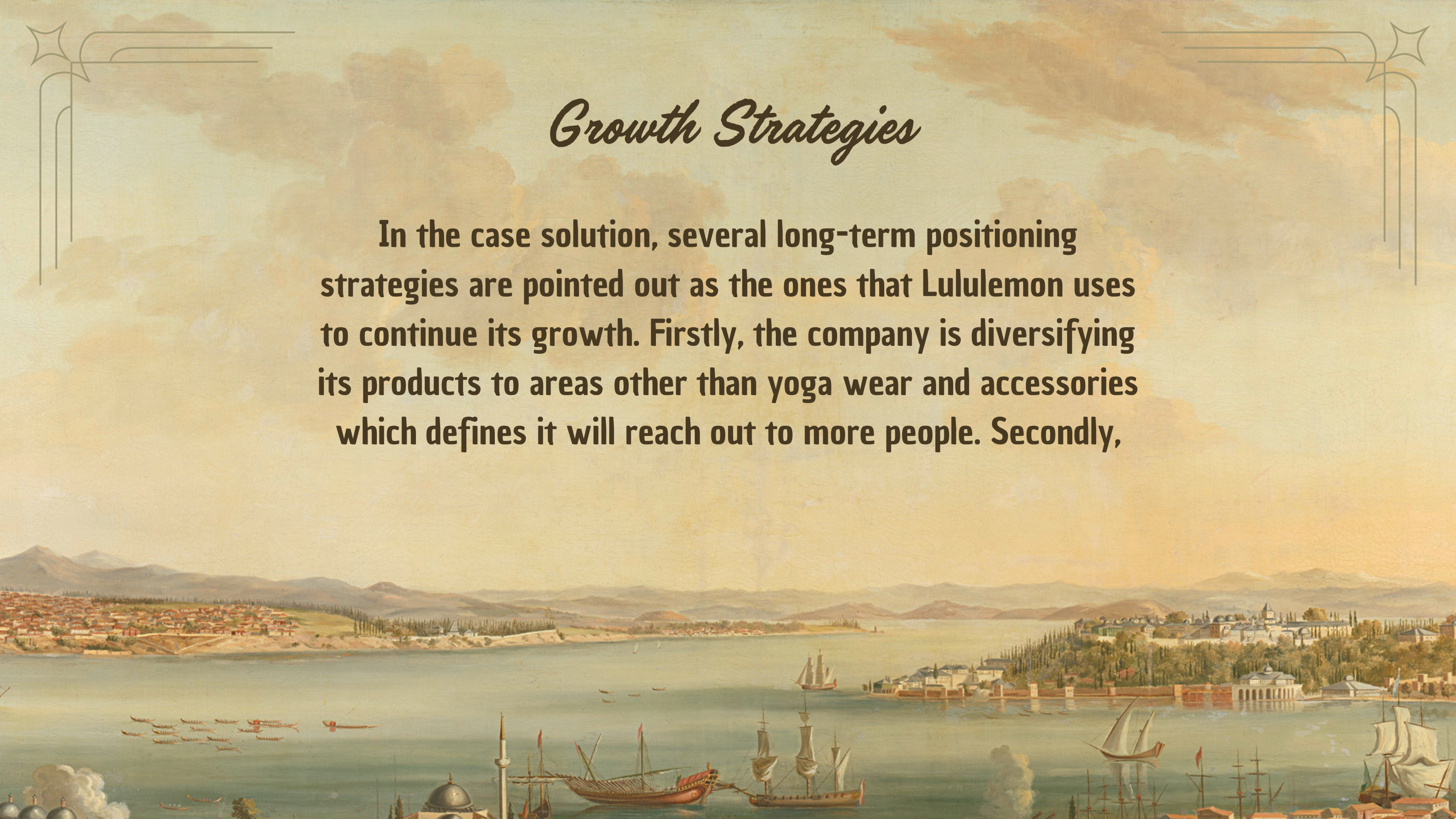
# *Introduction*

**Lululemon Athletica, which is an Atlanta based company and marketer of inspirational premium athletic apparel, has expanded tremendously over the recent years. This case solution describes the strategies that have prepared Lululemon for expansion and provides information on the problems Lululemon might encounter if it tries to enter the foreign markets.**

# *Market Position*

**Lululemon has established itself in the activewear industry majoring in quality, its product development and being socially responsible. This consequently makes it to have a good straight-to-consumer relations hence enjoying good customer loyalty that strengthens its brand health.**





# *Growth Strategies*

**In the case solution, several long-term positioning strategies are pointed out as the ones that Lululemon uses to continue its growth. Firstly, the company is diversifying its products to areas other than yoga wear and accessories which defines it will reach out to more people. Secondly,**



# *Conclusion*

**Lululemon Athletica has the capabilities to grow in the industry with tremendous market stability, innovative concepts and customer interaction. However, there is a need to mention the fact that if the company is to maintain its growth, it must overcome new challenges while striving to meet new needs of its consumers.**

# *RESOURCE*

**This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution**

**Resource: Visit [thecasesolutions.com](https://thecasesolutions.com) for detailed analysis and more case studies.**