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Course

Date

Company Analysis on Supply Chain Management

**History of Lululemon Athletica Incorporation**

Lululemon is a retailer of athletic apparel in Canada that was established by Chip Wilson in British Columbia in 1998. The company describes itself as Yoga since it is an inspired athletic apparel incorporation for both professional men and women. The company’s establishment was inspired by the significant number of people who were signing up for yoga during the 1990s. The above observation made the company owner Chip Wilson to bet everything that he had on this company which was primarily aimed towards the professional women who were still of tender age. The company had started as some small store that had popped-up at Vancouver located in British Columbia. Today, it has turned out to be one of the international multibillion dollar company brand famously known as Lululemon Athletica. It has been able to spawn some of the new trends in the sporting fashion. It is well known to have changed what the women usually wear during gym sessions Lavrence, 34)

**Core Success and Failures**

Lululemon has been able to realize strengths and weaknesses that have formed their success and failures respectively in their operations. One of the success of the Incorporation is the production of high quality products which have coma with different innovative styles and features. One is able to find both fun and reliable items in the stores of the company worldwide. The company has also realized a strong position financially which has been a great deal hence having more opportunity. They have also enjoyed a base of customers who have been loyal to the brand. The weaknesses of the Incorporation revolve around high pricing and brand perceptions. The company invest much money and time on research in a bid to develop high quality fabrics used in making their products hence they charge relatively high prices (Thomas, 89) Many people have been thinking that Lululemon is yoga brand despite its quality products.

**Supply Chain Management and Lululemon Athletica**

Lululemon Athletica has been able to achieve greatly in its operation on issues of managing their supply chain process. The company has been able to manage their customers in terms of their relationship and how they offer their services to these customers who have been able to establish a loyalty base for to it. The company has also been able to manage the flow of manufacturing for its products. The main focus here has been on developing these products and establishing a commercial plan for them.

Lululemon has achieved greatly when it comes to customer services as the company has given much focus on the supply chain relationships which also includes wide variety of customer service strategies. According to them, human relationship has been at the core of who they have come out to be today. For the past 20 years since it was established, the company has continued to embrace innovative technology that has helped in fostering long term relationship with the customers through focusing on consumer centric relationship. It has also ensured that all the products that are demanded by the customers are delivered. Unique consumer experience and customer culture that the fans expect has been their core activity that they had desired to achieve. The company has desired to ensure that it is able to come up with mobile applications and websites. The core reason is to ensure that they are where the clients are so that the use of social interaction in the digital experience can be realized across all devices and company platforms. The management believes that there is no growth limit if they can establish an engagement which is authenticated and also help their clients in their journey as athletes.

The retailer has made it significant to remain true to the customers who have been loyal to its operations and have become part of its community as its brand continues to establish itself and grow globally. The Incorporation has been able to establish services, information and products that have helped their clients to live a healthy life as it continues to gear up. By focusing on digital platforms, relationships have become the core of whatever the brand has done. Customer Relationship Management has continued to become core aspect of this Incorporation. Prior to the establishment of CRM platform, the store management had kept files and lists on their customer who had proved loyal to each shop that they had established. They had the desire to know those who were coming in and out of these structures better than the other retailers, probably their competitors, who were using sophisticated systems. The company therefore started from zero and have been able to come up with CRM engine that has helped it in achieving customer relationship goals and objectives (Sousa, 71).

Lululemon Athletica has also done great work in coming up with structures that have enhanced the process of developing and unleashing new products into the market in a joint effort with the suppliers and the customers. The company has established a specific department within it that is responsible and has been committed continuously towards developing some new apparels and also improve the ones that are already in existence. Most of the new products are developed base on the current trends in the behavior of consumers and the absence or lack of the required product in a given locality within their operation. Through this, Lululemon Athletica has positioned itself in a more proficient position in the market. It has also targeted the right customers and ensured that their products are different from those of their competitors in a bid to increase its growth.

Works Cited

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