**Company History**

After 20 years in the surf, skate and snowboard business, founder Chip Wilson took his first commercial yoga class offered in Vancouver and found it exhilarating. The post-yoga feeling was so close to his love of surfing and snowboarding that it seemed obvious that yoga was an ideology whose time had come again.

Seeing cotton clothing was being used for sweaty, stretchy power yoga and seemed completely inappropriate to Chip, whose passion lay in technical athletic fabrics. From this, a design studio was born that became a yoga studio at night. Clothing was offered for sale and an underground yoga clothing movement was born. The success of the clothing was dependent on the feedback from yoga instructors who were asked to wear the products and provide their insights.

Founded in Vancouver BC in 1998, the first Lululemon shared its retail space with a yoga studio. We've been growing ever since, and our technical yoga and run clothes are now available in many countries worldwide.

**Products and Services**

They make technical athletic apparel for yoga, running, dancing, and most other sweaty pursuits in high quality products. All Lululemon locations have strong ties to our local communities. They host in-store events ranging from self-defense, goal-setting workshops to complimentary yoga classes led by our [community ambassadors](http://www.lululemon.com/community/ambassadors). They also provide weekly notifications of events and product when you sign up to their site.

**Strengths and Weaknesses**

The strength of Lululemon lies in its Strong brand image, high quality products that are made in Canada, and its community involvement with its customers.

The weaknesses to the Lululemon's business model is that they don't use advertising, there products carry a higher price point in the market, their customers are a niche market, they are also against strong competitors in the market such as Nike, Addis, and Rebok

**International Experience**

Lululemon has expanded from its small Vancouver studio and can be found allover Canada, USA, Australia, China, New Zealand

The country selected for market Expansion for Lululemon is Brazil

**Market Entry Rational**

The reasoning behind the choice of Brazil over other countries is due to Brazil's large population (203,429,773 (July 2011 est.)) , Brazils growing economy (GDP: $2.09 trillion (2010 est.)) and rising middle class (GDP real growth: 7.5% (2010 est.). Brazil was also chosen due to its athletic culture (Soccer and UFC) and its rising fashion culture which has made waves in the fashion world.

**Opportunities**

Opportunities the Lululemon can use to penetrate the market and take market share would be the upcoming Olympic games coming to Brazil as well as the FIFA world cup which is also to be held in Brazil. These would be great times to show off their high quality products and get attention of their emerging middle class.

**Why this country?**

This country stuck out more for us as a choice for it has the upcoming events to get into the country and sell to a country that has a more sport based culture. Due to its large population even a niche market would be very profitable and from there it can be a jump off point to other southern American countries with Brazil as a flagship.