

My Mom



Why This Product?



lululemon



Leggings for Pregnant Women

You Should Never Lose “The Real You!”

Yuxinzi Zhu



Company Overview

Founded	1998
Founder	Chip Wilson
Headquarters	Vancouver, British Columbia, Canada
Number of Locations	655 (Jan 2023)
Areas Served	Worldwide
Total Revenue	\$8.11 billion (2022)
Core Skills	High Comfortability and Quality Strong Innovation & Technology Company Culture: Active Lifestyle Frequent Community Engagement



Chip Wilson
FOUNDER OF LULULEMON



Value Proposition

To health-conscious, highly self-esteem, and stylish **pregnant women** who are earning more than \$70,000 per year in New York City, **lululemon** is the brand of sportswear that **offers** them comfortable, high-quality, suitable, and stylish leggings to wear when doing sports, **supports** their continuing fitness habits and healthy lifestyles, **reduces** their anxiety and stress of getting out of shape after having babies, **helps** them achieve high social status and a sense of belongings by including them in lululemon community, **gives** them confidence and self-identification by allowing customized print on leggings, **allows** trade-in for post-pregnancy sizes, because we believe

you should never lose “the real you!”



Proposed Beachhead Market



Demographics

- Pregnant women
- Age bracket: 22-44
- Income range
More than \$70,000 per year



Geography

- New York City



Decision-Making Units

- Other pregnant friends
- OB/GYN doctors and nurses
- Fitness coaches
- Partner or Spouse
- Parents



Needs and Wants

- Leggings suitable for pregnancy
- Body image consciousness post-pregnancy
- Stylish designs
- High social status
- Not one-time products



Psychology & Values



- Work-life balance
- Active lifestyle
- Health-consciousness
- Enthusiasm for fitness
- High self-esteem

Our Product Modifications



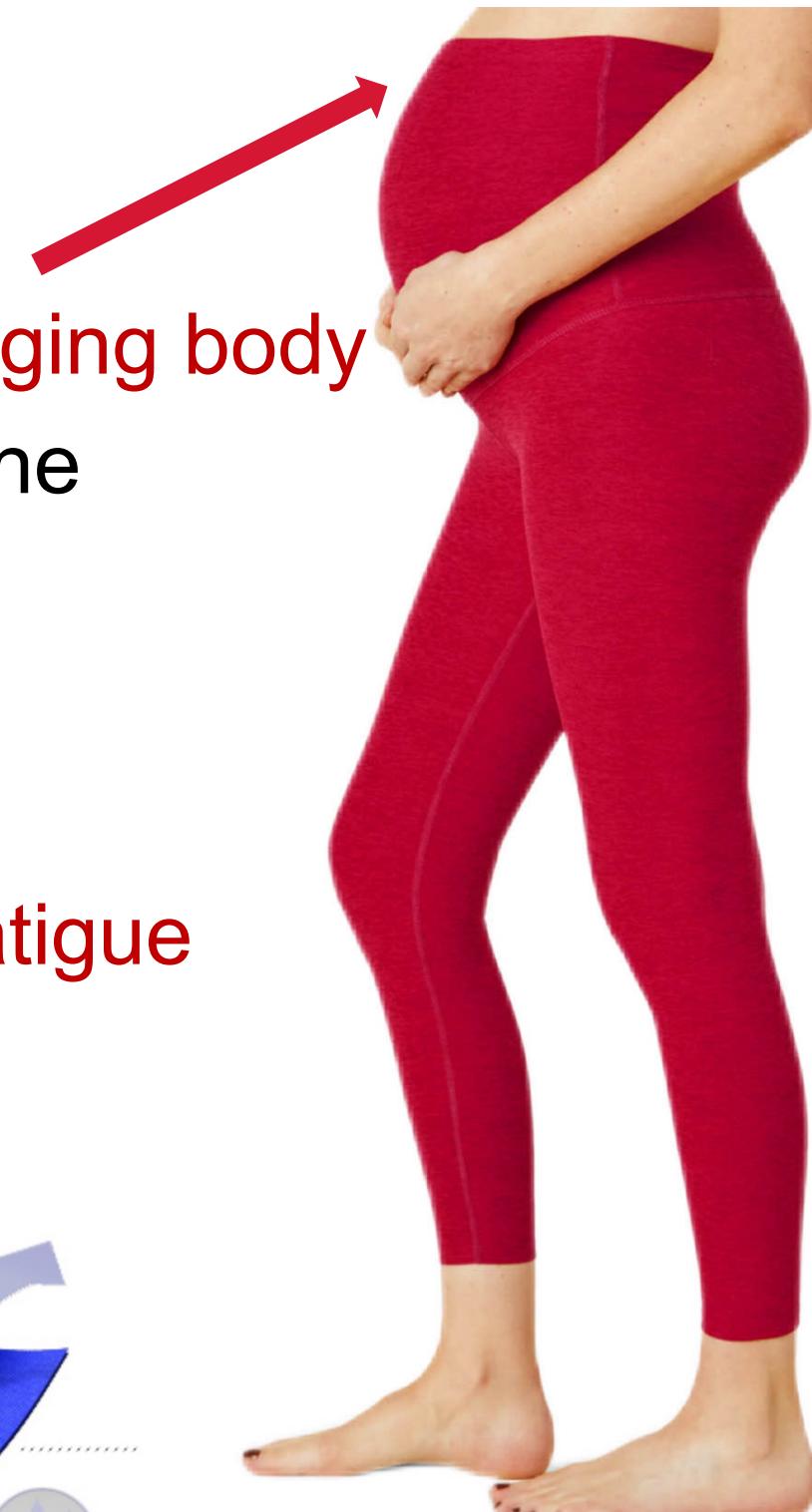
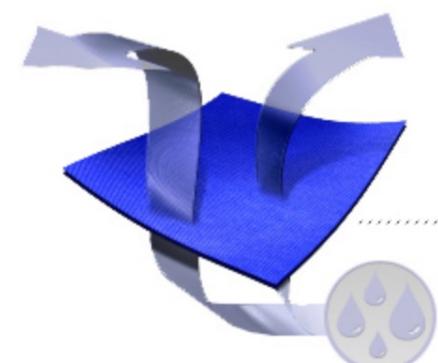
Needs

Suitability in size for the changing body

- Bigger and high-rise waistline
- Different sizes
- More Lycra fiber

Releasing overheating and Fatigue

- Strong wrapping properties
- Dry-FIT technology



Wants

Comfortability

- Soft, breathable, and weightless fabric
- Minimal seams
- Extra support and increased freedom with zonal fabric
- Different thicknesses for different temperatures

Not useless after pregnancy

- Trade-in for post-pregnancy sizes

Our Product Modifications



Psychology

Stylish and high social status

- Multiple colors and lengths
- Premium price
- Specially designed package



Self-esteem
Emphasis on self-image

- Personalized print



TAM, SAM, and SOM

TAM



SAM



SOM

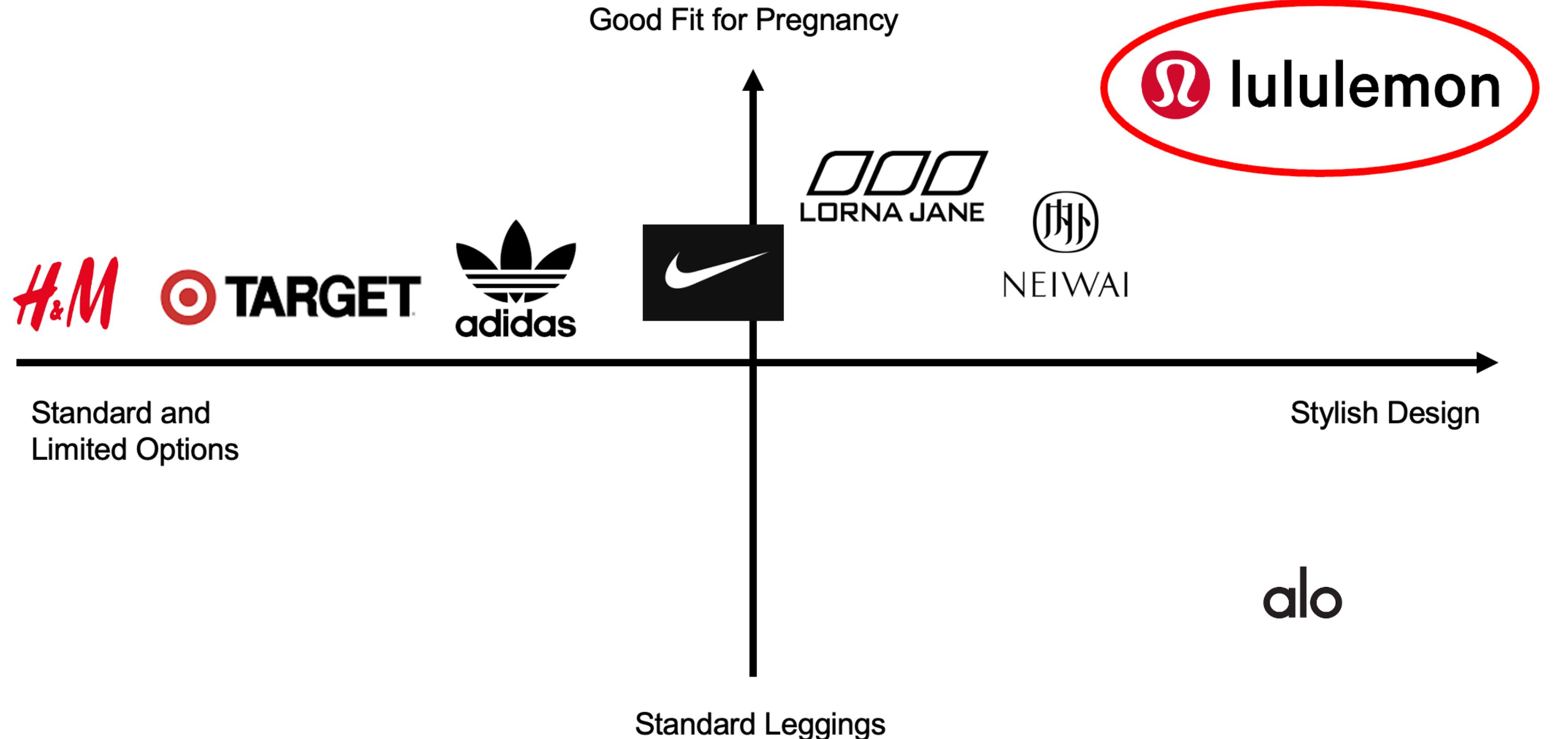


3,664,028 (The population of pregnant women in the US) *
= 65,080,433 (The population of women ages 15-44 in the US)*
5.63% (Fertility rate in the US)
\$65 (The average price of leggings for pregnancy)

16,871 (The population of pregnant women in NYC who practice yoga)
=3,898,025 (The population of women ages 15-44 in NYC) *
5.41% (Fertility rate in NYC) * **8%** (The percentage of yogis)
* **\$65** (The average price of leggings for pregnancy)

SAM * 60% (Estimated market share in 3 years)

Competitive Landscape



Customer Acquisition -- Promotion



Free Prenatal Yoga Classes

Launch Free Prenatal Yoga Classes at lululemon offline stores.

Collaborate with Prenatal Yoga Center, inviting their instructors.

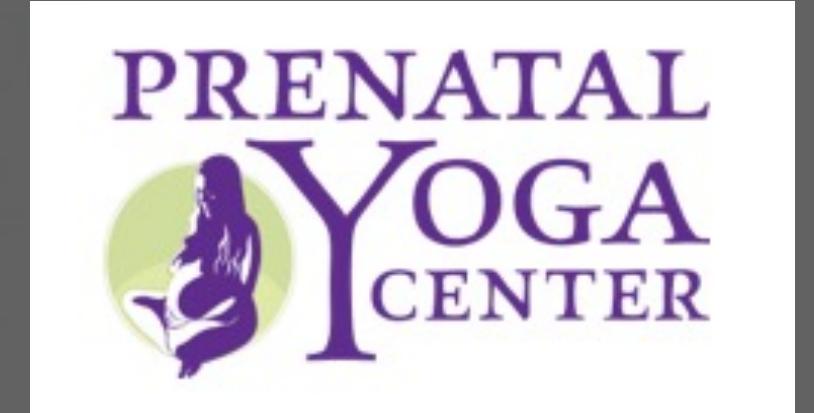
Everyone who participates has the chance to try on lululemon Leggings for Pregnancy, and they will receive coupons.



Direct Marketing to OB/GYN doctors + nurses, and fitness coaches

The most important influencers!!!

Champion or Veto Power!!



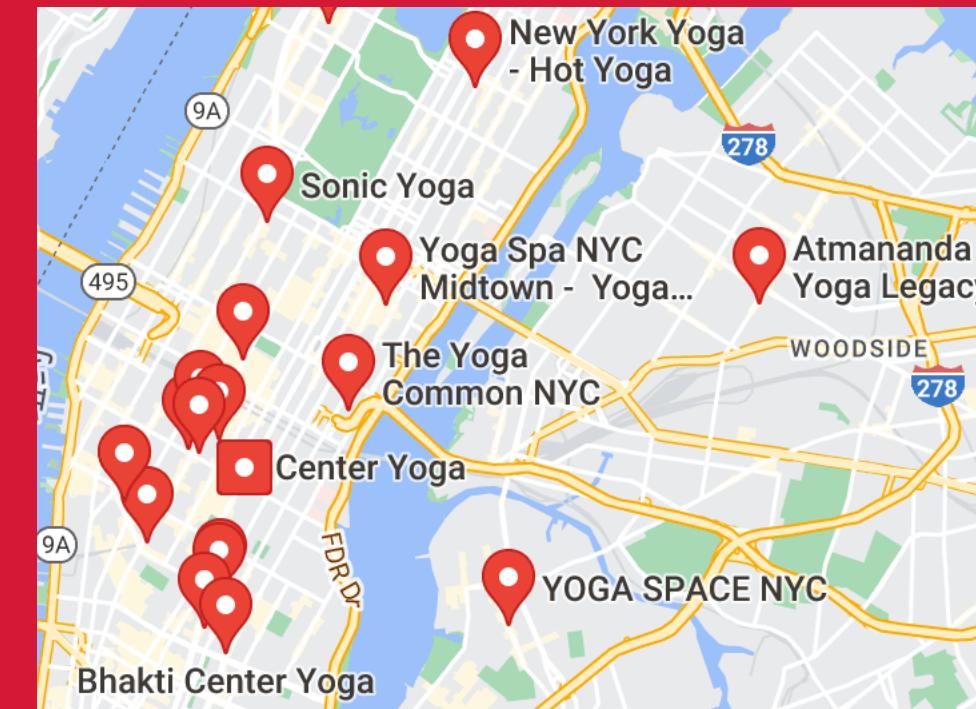
Customer Acquisition -- Place



lululemon Offline Stores
for Free Prenatal Yoga Classes



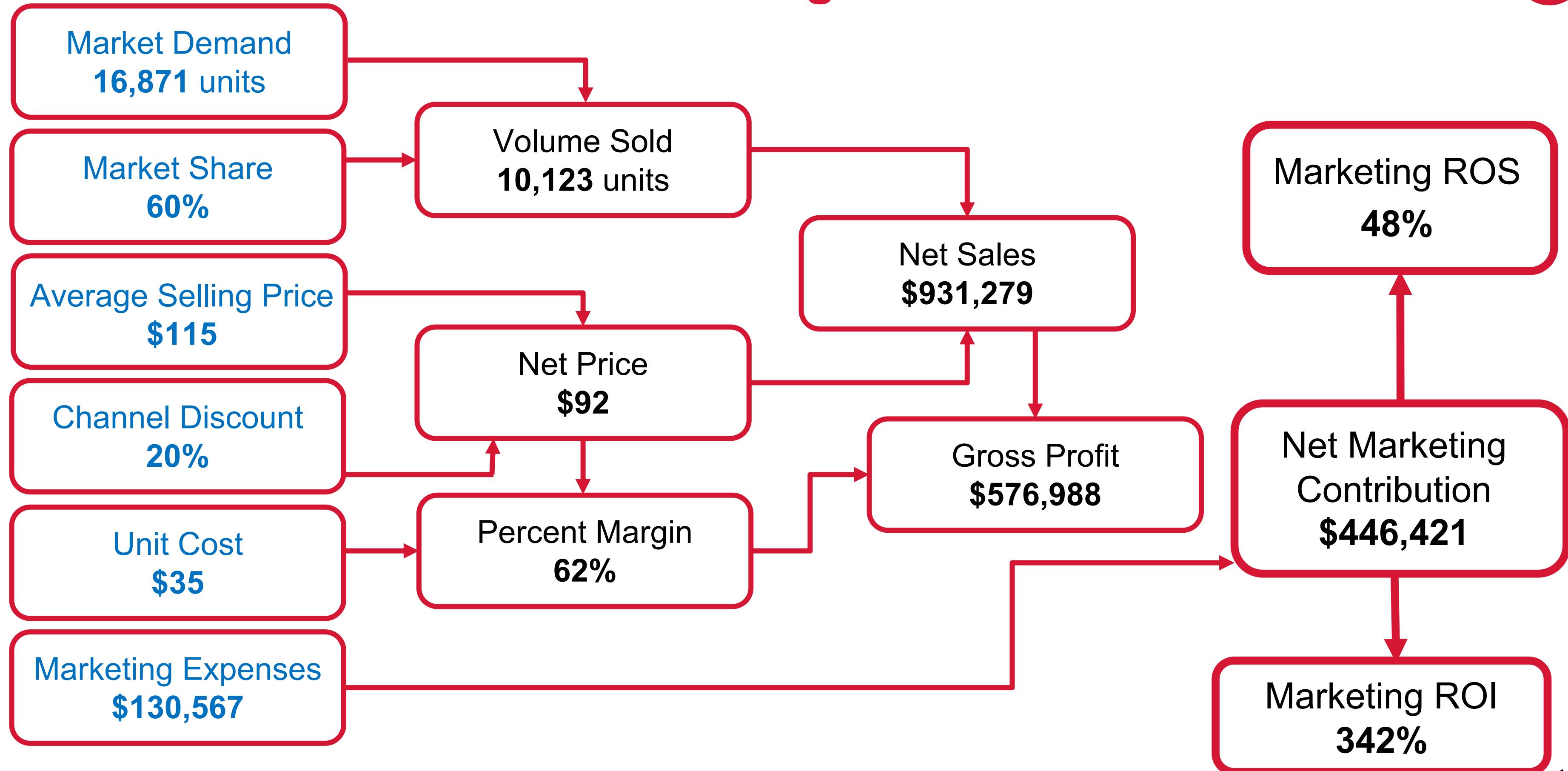
Yoga or Fitness Centers &
Pregnancy Care Centers



Pricing Strategy: Perceived-Value Pricing

Brand	Key Features and Benefits						Price
	High Quality	Pregnancy Suitability	Stylish Design	High social Status	Customized Print	Trade-In	
lululemon	Ω	Ω	Ω	Ω	Ω	Ω	\$115
Nike	✓	✓					\$65
adidas	✓	✓					\$60
Target		✓					\$35
H&M		✓					\$18
Lorna Jane	✓	✓		✓			\$100
Neiwai	✓	✓	✓	✓			\$79
Alo Yoga	✓		✓	✓			\$98

Financial Forecast and Marketing ROI





Thank You!