

Title: BCG and lululemon

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I was going through the list of companies on the post below with my wife.

https://www.reddit.com/r/Superstonk/comments/tnjmwf/bcg_research/?utm_medium=android_app&utm_source=share

We talked about how those companies failed due to bad business decisions, decreased quality and reasons listed in the post.

I then asked her what other companies she has noticed a decline in product quality. She immediately said lululemon.

Guess where there current Senior Director Strategy worked from 2014 to 2018? BCG.

Could be nothing and the stock price has gone up but the strategy could be to sell cheaper products that sell due to name recognition. Decreased quality will eventually lead to people to stop buying the products however and will fail any business.

Ryan Cohen has opened a can of worms.