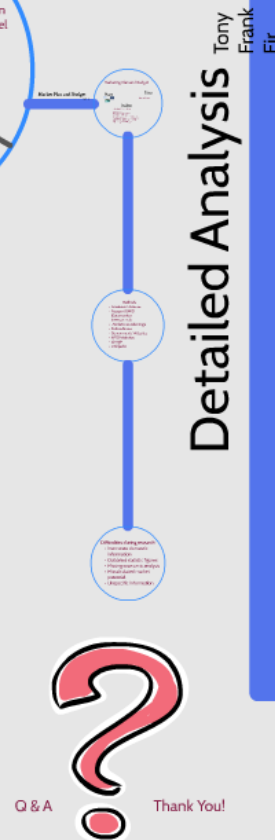
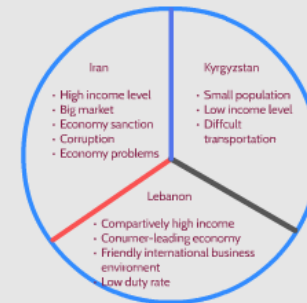
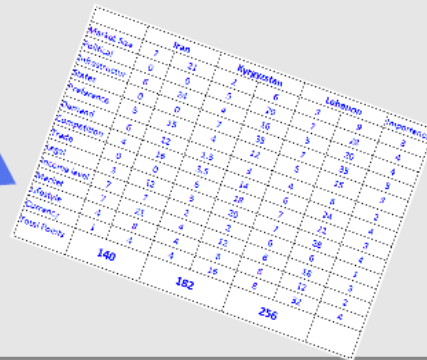


Team:
Leader,
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Editor,
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Meeting Manager,
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Binghui Wu
Recorder,
Zhenyu Fu
Coordinator,
Feifei Zhong

[illegible]

Lululemon Athletica Inc.



About Lululemon:

- founded in Vancouver BC in 1998
- designs and retails technical athletic apparel for yoga, running, dancing, and most other sweaty pursuits
- available in countries all over the world

Mission Statement

Create components for people to live long, healthy, and fun lives.



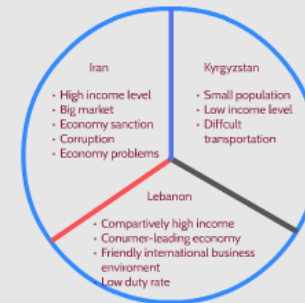
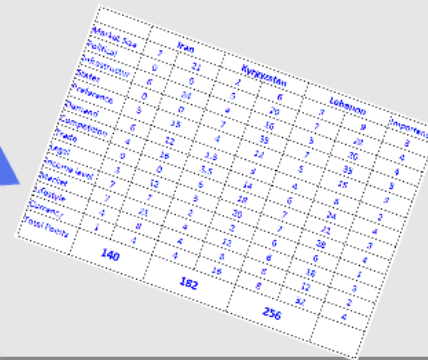
Yoga Pants

- No-fuss tight / loose-fitting pants
- Both sides wearable
- High quality
- Various designs
- Price: \$82 to \$108

Target Market

- females in the age group of 25 to 32
- high-educated
- high income
- brand leading
- like doing sports

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[illegible]

Detailed Analysis

Tony
Frank
Fir



Q & A Thank You



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Object
Open up to 38 additional lululemon stores in the U.S. including three ivivva stores in Canada as well as five additional lululemon stores in Australia and New Zealand in fiscal 2014.
Achieve expansion in Asia and Europe through joint venture partnerships.

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You Tube

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You **Tube**