

Strengths

- Lululemon already has a significant female fan base, which could easily support a new apparel line designed for women's basketball.
- Lululemon is more popular, specifically among teenage girls, so making a product geared towards high school women's basketball apparel may gather an accessible target market.
- Lululemon has a strong reputation for producing high-quality products.
- Lululemon's products are versatile and not limited to one sport.

Weaknesses

- Lululemon's founder has had a controversial reputation and has made insensitive comments in public.
- Although popular among the demographic, Lululemon tends to be pricier and may be less affordable for most teenagers.
- Historically lululemon has yet to be geared to sports like basketball, which may lead to concerns about the quality of materials and whether they meet the basketball standards.
- Lululemon may need to build trust among basketball fans, as their brand reputation is more associated with other athletic wear and sports.

 lululemon

SWOT ANALYSIS

Opportunities

- Lululemon's partnership and collaboration with high-end female athletes at a time when female sports are continuously growing allows them to tap into an ever-growing market.
- Lululemon's lack of association with basketball apparel presents an opportunity for the company to expand its profits to a new audience.
- Lululemon is known for innovation, and a women's basketball apparel line would allow them to learn to innovate their gear to equip all types of athletes better.
- Basketball is a popular worldwide sport that lululemon can leverage to continue expanding its products globally.

Threats

- Most basketball athletes stick with more popular brands like Nike and Adidas, so gaining acceptance in a new market may take some time.
- Some featured athletes already have brand deals and associations with other brands through their brand or school, which may conflict with lululemon.
- The basketball market is already well-established, so there is significant competition that lululemon would have to overcome with its first time launching a women's basketball apparel line.
- Launching a women's basketball line could be a high risk with the loss of profits due to its new line and the high value of an athlete endorsement.