



Strategic Plan - Fall 2019

MGT 449

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Lululemon Strategic Plan Outline (Table of Contents)

1.	Existing Business Model.....	1
	• Mission	
	• Vision	
	• Values	
	• Goals	
2.	SWOT Analysis.....	TBD
	• Internal Analysis	
	• External Analysis	
	• SWOT Strategic Choice	
3.	Governance and Ethics.....	TBD
	• Designing Organizational Structure, Culture, and Controls	
4.	Financial Analysis.....	TBD
	• Key Stock Statistics	
	• Financial Ratios	
	• Recommendations	
5.	Accounting- Financial Reports.....	TBD
6.	Marketing Analysis- Current and Future.....	TBD
7.	Vision for Growth and Development	TBD
8.	Strategies.....	TBD
	• Functional- Level	
	• Business- Level	
	• Corporate- Level	
9.	Goal Strategy.....	TBD