Module Five Short Paper: Five I’s Strategic Analysis

For Lululemon, a yoga and fitness retailer, 2013 was a turbulent year. Lululemon had a number of product issues and the CEO seemed to place the blame on

customers rather than on the company.

The following websites detail the events of 2013:

• Lululemon Admits Its PR Disasters Are Hurting Sales

• Chip Wilson, Lululemon Guru, Is Moving On

• Lululemon Founder Chip Wilson Issues Apology Following Thigh-Rubbing Pants Comments

Using the five I’s strategic analysis stages, beginning on page 52 of Business, Society, & Government Essentials, write a paper analyzing how you might use the

five stages to help Lululemon deal with its strategic stakeholders to avoid future public relations issues.