

Gather, undergraduate
and graduate students!



東京理科大学

TOKYO UNIVERSITY OF SCIENCE

2nd TUS Management Strategy Research Seminar

Uniqlo: Rethinking American Expansion

February 27, 2024 17:00-18:00 (Registration starts at 16:30)

Room F302, 3F, Fujimi Building, Tokyo University of Science (face-to-face only)

Target: Undergraduate, Graduate students, Faculty, Business professionals

Admission: Free

Access: 8-minute walk from Kudanshita Station (Exit 1), 10-minute walk from Iidabashi Station
Near Yasukuni Shrine (not the building in front of Iidabashi Station)

Fujimi School Building, 1-11-2 Fujimi, Chiyoda-ku, Tokyo 102-0071, Japan

Inquiries: Akitsu Oe (oeakitsu@rs.tus.ac.jp)

Registration: by 13:00 on the day: <https://forms.office.com/r/5qC3G2wY5v>

*Registration required by 2/15 for UNIQLO case material applicants.



Overview Uniqlo has been extraordinarily successful in growing and maintaining its business in Japan. Over time, it has also become a powerful international player in the apparel industry. At the root of Uniqlo's success lies a well-developed and carefully executed business strategy. Yet, despite Uniqlo's strengths, it has encountered many difficulties in building a viable business in the United States market. In this session, we will examine reasons for Uniqlo's success, consider challenges it faced in the US market, and examine what the company might have done differently. The discussion will be led by the author of the "Uniqlo: Rethinking American Expansion" case, which has been used in numerous business schools in several different countries.

Recommended for those interested in

- ① Strategic management
- ② International strategy
- ③ New market entry

Derek Lehmborg is a Professor of Management and MBA Program Director at North Dakota State University. Lehmborg holds a PhD from the Ivey School of Business, an MBA from INSEAD, an MS from Kobe University, and a BA from Northwestern University. Lehmborg's research areas include strategic management, international management, and Japanese business. Lehmborg's research has published in Industrial and Corporate Change, Journal of Behavioral Finance, Journal of Management, Long Range Planning, Case Research Journal, Business Horizons, and other peer reviewed outlets. Lehmborg teaches graduate and undergraduate courses in international management, strategic management, management decision making, and operations management. Prior to entering academia, Lehmborg was a management consultant with IBM Japan, PWC Consulting, and Japan Management Association Consulting, practicing in the areas of Strategy and Operations.
https://www.ndsu.edu/business/our_people/directory/dlehmborg/



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“Knowledge creation to manage organizational inertia using multilayered networks (21H00744) ”.