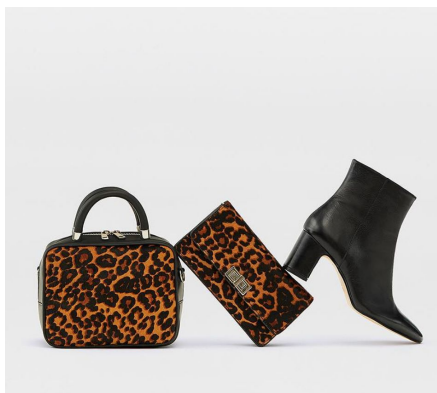


ZARA

Group 9

**Alex Gaither, Olivia
Howard, Madison McMullin,
Lexi Ray, Kaitlin Sheppard,
Elise Zissman**





Zara began in 1975 in Spain

Brand Summary

- Fast Fashion Retailer
- User Generated Approach to Luxury affordable Fashion
- Vertically Integrated company built on its quick, efficient process from design to store in two weeks
- Everything is built around the consumer and their fashion demands
- Quick turnover of trendy merchandise creates a Now Or Never buying strategy
- Focus on Word of Mouth Advertising and Social Media Advertising through loyal consumers

The Zara Customer

- **18 to 40 year old** Women and Men
 - Live in **Cities or Urban Areas**
 - Mid Range Income
 - **Fashion Forward & Trend Conscious**
 - Loyal consumers visit the store up to **6 times a year**
 - Shop for themselves or for their children at Zara Kids
 - **Loyal consumers** are the main form of Zara's advertising with Word of Mouth Marketing
-



The Marketing Mix -- The 4 E's

Product → Experience

- New products within 2 weeks in stores and online
- Brand takes designs from the streets, their consumers, and the catwalks
- Every time in the store is a new shopping experience

Price → Exchange

- Fast fashion giant with affordable prices
- Price at what they consumer wants to get them coming back
- Varied by country

Place → Every Place

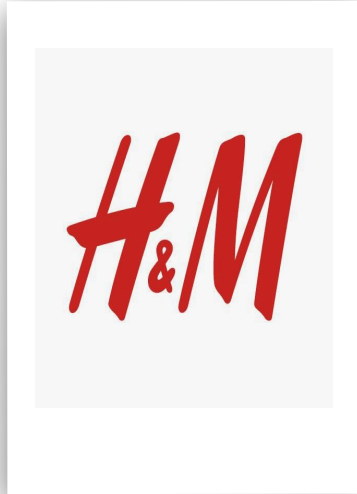
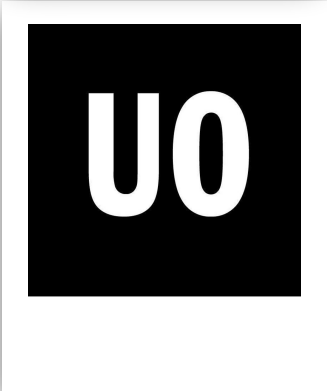
- Deliver where the customer demands the product
- 2000+ stores worldwide
- Flagship locations located near the most loyal shoppers
- Situated in high traffic shopping streets near luxury and fast fashion brands

Promotion → Evangelism Marketing

- Word of Mouth Marketing is primary advertising
 - Created by Loyal Consumers
- Celebrity Endorsements of the Brand
- Social Media Marketing

ZARA

Zara Competitors



H&M

- Main competitor- both racing to be top fast fashion retailer
 - H&M has over 1000 more stores than Zara
 - Benefit of frequent collaborations
 - Clothing recycling program
-

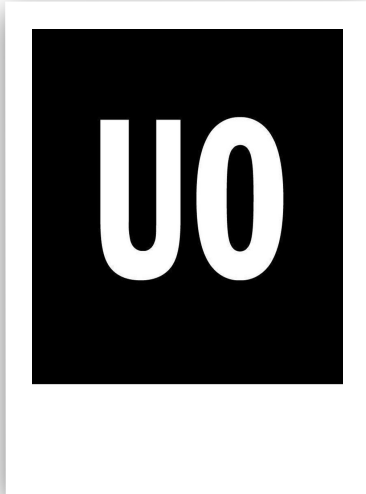
Zara Competitors

The H&M logo is displayed in a red, stylized, handwritten-style font. It is centered within a white square that has a subtle drop shadow.The Uniqlo logo consists of the word "UNIQLO" in white, bold, sans-serif capital letters. The letters are arranged in two rows: "UNI" on top and "QLO" on the bottom. This is set against a solid red square background, which is itself centered within a white square with a drop shadow.The UO logo features the letters "UO" in a white, bold, sans-serif font. They are centered within a solid black square, which is centered within a white square with a drop shadow.

Uniqlo-

- Located mainly in Japan
 - Unique distribution strategy
 - HeatTech Fabric
 - Extensive advertising compared to Zara
 - Uniqlo University
-

Zara Competitors



Urban Outfitters-

- Eye-catching, provocative merchandise
 - Knick-knacks and other gifts
 - In-store bars and restaurants
 - Availability of additional brand names
-



Stephanie Diaz
Former Zara Employee

*"you can't find the
same style of clothing
with the same quality
elsewhere"*

- Stephanie Diaz



Lexi Prager
Avid Zara Customer

Interviews and Investigation

- Chose an former employee and an avid customer.
- Fast fashion company with good quality clothing at inexpensive prices.
- Social Media Marketing
- Better store organization and longevity of the products.
- Radio Frequency Identification Technology

SWOT Analysis

- **Strengths**

- Cohesive Brand Image: On Trend European Fast Fashion
- Design Advantage
- Low cost of Production and High Profits.

- **Weaknesses**

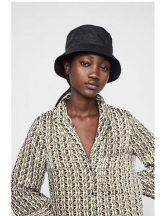
- Lack of Advertising
- Low Quality Reputation
- Quality and Social Impact

- **Opportunities**

- Scope for global expansion, especially Asia and Africa.
- Growth of Omnichannel Retailing

- **Threats**

- Tough competition
- Millennial consumers are less loyal to brands.
- The struggle to integrate into foreign markets.



ZARA

Perceptual Map



- Factors based on Quality and Price from our interviews with Stephanie and Lexi
- Quality and Price were the two main decision factors when shopping at Zara
- Zara strives to deliver moderate quality merchandise for affordable pricing for fast fashion
- Plot many competitors based on the brand being global



Brand Positioning

On Trend European Fast Fashion Brand

- Trendy Styles based on High Fashion designs
- Affordable Pricing
- Globalized Market
- Product Oriented Brand with a User Generated Approach



Brand Loyalty

- Relies on the Loyalists of the Brand to spread the word and bring about excitement
- Consumers are loyal to the brand because: consistent delivery of on trend merchandise, affordable pricing, convenience (in Europe), and quality.

Perceived Quality

- Moderate Quality for Affordable Priced Items
- Consumers feel as if they can buy for certain occasions rather than long time wear
- One stop shop for all on trend products for women, men, kids, and home

Brand Associations & Image

- Uses its Logo as Advertisement: Storefront, Online, Shopping Bags, Merchandise
 - Situates itself on high traffic shopping streets around Luxury stores to associate Zara in the minds of consumers with those luxury items
-

Brand Equity



Brand Recommendations



- **Shifting Focus to Customer Service**

- Currently focus: High fashion designs for a low price.
- Personal styling service
 - Shown promising results in other brands such as H&M, GAP, & Dillards
- Free pick up in store and Free shipping.

- **Collaborations**

- With Social Media Influencers, Celebrities, and Designers

- **Eco Conscious line**

- Take advantage of more sustainable materials
- Make more simple designs that will not go out of fashion in a year
- This would draw in customers who hold sustainability to a high standard.

