

# Zara project

[Business](#), [Branding](#)



Product classification of Zara • Most clothing are classified as an “ durable good” as they are used up slowly, • Clothing doesn’t need to be disposed of after being worn once, but rather could be cleaned and reword until a tear within the seams or a stain kills it, or ultimately it goes out of style [pic]

Product Lifecycle Due to the clothing industry is mainly backed behind by what is “ cool” or “ hip” to date, clothing often needs to refresh its look in order to attract customers to purchase the product • Many clothing brands including Zara would refresh its new look to attract customers by refreshing its line of clothing such as push out new garments that have a certain style that was popular at the time and this process of refreshing a line of clothing is never stopping Branding • Zara uses an “ one brand name everywhere” concept • No matter within which country it possess the name in Zara • The brand “ Zara” is recognized in over 1700 stores in 89 countries Packaging • Within most clothing store like Zara, packaging is basically non-existent • The lack of packaging is due to the company wanting the customers to be able to feel the material used for the product and able to try it on • If both the material and style is favourable to the customer, there is a higher chance of a transaction being made <http://marketingmixx.com/marketing-plan-2/200-marketing-plan-of-zara.html> <http://www.slideshare.net/gunbal/zara-7936993> [http://www.](http://www.forbes.com/sites/lydiadishman/2012/03/23/the-strategic-retail-genius-behind-zara/)

[forbes.com/sites/lydiadishman/2012/03/23/the-strategic-retail-genius-behind-zara/](http://www.forbes.com/sites/lydiadishman/2012/03/23/the-strategic-retail-genius-behind-zara/) <http://blogs.ubc.ca/conradchan/2011/09/16/zaras-marketing-strategy/>