

Zara marketing plan

[Art & Culture](#), [Music](#)



New collection Launch | Marketing Plan 22.

10. 2009 1 SITUATION ANALYSIS Zara Brand Wheel Fashionable clothes
 Varied assortment Trendy colors Feminine cuts Fashionable product lines for
 moderate costs Customer-? centered business Runway trends adapted for
 the streets Brand Essence Fashion-? oriented woman Trendy in every
 situaFon Feeling good about looking good Fashion -? friendly Feminine Hot
 and trendy High-Street Fashion The Zara Brand Industry Analysis Product
 Development Consumer Analysis Market Analysis Market & Consumer
 Research 5 Keys of the Zara Business Model Store Teams Customer
 Logis4csDesign/ Produc4on The Zara Brand Industry Analysis Product
 Development Consumer Analysis Market Analysis Market & Consumer
 Research 5 Keys of the Zara Business Model Customer “ Main driving force
 behind the Zara brand. ” Star%ng point for all Zara ac%vi%es Customer
 Lead role in: •? Store design •? Produc%on •? Logis%cs •? Team The Zara
 Brand Industry Analysis Product Development Consumer Analysis Market
 Analysis Market & Consumer Research s The Zara Brand Industry Analysis
 Product Development Consumer Analysis Market Analysis Market &
 Consumer Research 5 Keys of the Zara Business Model Store Store “ Mee4ng
 oint between the customer and the Zara fashion o? er. ” 1, 520 stores collect
 informa%on regarding customer demands.

New products introduced twice a week. Top loca%ons - 17 visits / year /
 customer Me%culously designed shop windows Maximum ajen%on to interior
 & exterior architechtual design Appropriate coordina%on of garments
 Excellent customer care The Zara Brand Industry Analysis Product
 Development Consumer Analysis Market Analysis Market & Consumer
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Research 5 Keys of the Zara Business Model Design & Production “

Inspiration comes from the street, music, art ... but above all, the store. ”

Proximity of production facilities Immediate reaction to trends. Continuous work for all teams. Managers - teams - customer demand - forms, designs, fabrics, compliments Design/ Production 1, 186 suppliers, 200 designers The Zara Brand Industry Analysis Product Development Consumer Analysis Market Analysis Market & Consumer Research 5 Keys of the Zara Business Model Logistics “ Highly frequent and constant distribution permitting the offer to be constantly renewed. ” 697 million garments distributed 5, 000 employees at logistics centers Logistics Designed with maximum flexibility. Customer oriented.

24h - receiving order to store delivery (Europe) Designed to absorb growth for next years. 18% annual discount rates. The Zara Brand Industry Analysis Product Development Consumer Analysis Market Analysis Market & Consumer Research The Zara Brand Industry Analysis Product Development Consumer Analysis Market Analysis Market & Consumer Research 5 Keys of the Zara Business Model Teams “ Teams with vast sales knowledge geared towards the customer. ” 89, 112 professionals Customer oriented. Make the stores a pleasant environment.

Apply corporate, social & environmental responsibility in day-to-day work.

Teams The Zara Brand Industry Analysis Product Development Consumer Analysis Market Analysis Market & Consumer Research Zara's Performance 159 store openings in 2008 Brand Value: \$ 8, 609 M 1, 530 stores 4 new countries in 2008 Sales € 6, 824 Million ZARA 73 countries The Zara Brand

Industry Analysis Product Development Consumer Analysis Market Analysis
Market & Consumer Research 14 The Industry High street fashion brand
Industry trends Democra%za%on of luxury Inclusiveness Street trends
Designer houses Key success factors Di? eren%a%on & individualism New
fashion consumer The Zara Brand Industry Analysis Product Development
ConsumerAnalysis Market Analysis Market & Consumer Research Customer
Focused Product Development Saturated industry Need to increase brand
value Responding to current industry trends Iden%fyng the need for the
product in the market A full-? shaped body is a beau4ful body The Zara
Brand Industry Analysis Product Development Consumer Analysis Market
Analysis Market & Consumer Research Customer Focused Product
Development Market entry barriers Design challenges Saturated industry
Need to increase brand value Responding to current industry trends Iden
%fyng the need for the product in the market Exis%ng customer eac%ons “
Fat is not fashionable” Challenges Opportuni> es The Zara Brand Industry
Analysis Product Development Consumer Analysis Market Analysis Market &
Consumer Research Consumer Analysis Today’s fashion consumer: More
choice, more educated, more savvy & demanding “ New breed of shoppers”
Loyalty, variety, freshness The Zara Brand Industry Analysis Product
Development Consumer Analysis Market Analysis Market & Consumer
Research Fashion Consumer Behavior Analysis Interest Gives pleasure &
enjoyment Means of self-? expression Involvement Emo%ons Behavior The
Zara Brand Industry Analysis ProductDevelopment Consumer Analysis
Market Analysis Market & Consumer Research Fashion Consumer Behavior
Analysis Interest Hedonics Involvement Purchasing experience Fun, fantasy,

social or emotional gratification Emotions Behavior Impulse buying The Zara Brand Industry Analysis Product Development Consumer Analysis Market Analysis Market & Consumer Research Fashion Consumer Behavior Analysis Interest Hedonics Involvement Importance: •? Consumers attach meaning to their clothes •? Role of fashion in society Drivers: •? Individual motives •? Projecting a desired self-image Linked to personal values & needs: •? Express and communicate value •? Values guide consumer behavior •? Types of values: personal, economic, aesthetic Emotions Behavior The Zara Brand Industry Analysis Product Development Consumer Analysis Market Analysis Market & Consumer Research Fashion Consumer Behavior Analysis Interest Hedonics Involvement Positive vs. negative •? Shorter decision times •? More impulse buying •? A feeling of being unconstrained •? Desire to reward oneself How to generate positive emotions? •? Use the retail environment to positively influence moods: •? suitable layouts, •? colors, •? effective sales personnel, •? emotionally pleasing atmosphere Impulse buying Emotions Behavior The Zara Brand Industry Analysis Product Development Consumer Analysis Market Analysis Market & Consumer Research Fashion Consumer Behavior Analysis Interest Hedonics Involvement Impulse buying •? Fashion oriented: strongly oriented to fashion involvement: providing sensory or experiential cues of fashion products.

•? Created by the symbolic interactions of the product & the consumer emotional experiences Emotions •? Need to understand impulse buying behavior for fashion products from an experiential perspective = guidance in developing strategies Behavior The Zara Brand Industry Analysis Product

Development Consumer Analysis Market Analysis Market & Consumer Research Plus Size Consumer Analysis 1 in 3 women are unhappy with the way clothes fit them 14 happy 12 8 16 10 18 6 22 20 24 unhappy The Zara Brand Industry Analysis Product Development Consumer Analysis Market Analysis Market & Consumer Research Plus Size Consumer Behavior Attribute Plus size product Psychosocial consequence Feel more aesthetically functional consequence Cutting the body shape Values Self-esteem Self esteem: important motivational driver for consumption Consumers tend to assign their own earnings to clothes. Clothing: overview consumer behavior The Zara Brand Industry Analysis Product Development Consumer Analysis Market Analysis Market & Consumer Research Market Analysis 120 Market Share 15% Percentage 60% 25% Plus Size Normal 100 80 60 40 20 0 76 100 Size 2006 2012 Segment growth: 40% increase by 2014. Only 5% of retail space is dedicated to the plus-size products The Zara Brand Industry Analysis Product Development Consumer Analysis Market Analysis Market & Consumer Research Types of Competitors 1 2 3 4 Dedicated Ranges Extension of Size Ranges Designer Boutiques E-commerce The Zara Brand Industry Analysis Product Development Consumer Analysis Market Analysis Market & Consumer Research New Line Positioning High Fashion Zara Torrid H&M Boutiques Low Price High Price M&S Charming Shoppers 1 2 Dedicated Ranges Extension of Size Ranges Designer Boutiques E-commerce Market & Consumer Research Junonia 3 4 Low Fashion The Zara Brand Industry Analysis Product Development Consumer Analysis Market Analysis Differentiation Brand awareness Brand loyalty New in this segments More experienced competitors Lack of e-commerce Size & growth High fashion for modest prices

Strengths Weaknesses The Zara Brand Industry Analysis Product Development Consumer Analysis Market Analysis Market & Consumer Research Zara vs.

Competitors Zara 1, 000 new styles / month 200 designers Higher cost of product development is more than adequately compensated by higher realized margins Strategy: reactive, not predictive Competitors 3-5 months: develop the ideas into physical samples Sales budgets & stock plans developed one year ahead of the targeted styles Few weeks / months to procure fabrics, have them approved by the retailer - produce a number of samples - put samples in production The Zara Brand Product development Industry Analysis