

# [Analysis of the dubai mystery shopping](https://assignbuster.com/analysis-of-the-dubai-mystery-shopping/)

Their stores are usually located in shopping malls and large marketing areas. They have recently launched a line for kids also. We made the following observations about their store: \* They do not have a kid’s section \* The space utilization was not done properly. The store looked very congested \* Aesthetic sense was not good \* There were lot of varieties in design \* The clothes were mostly affordable \* Lot of bright colored clothes were available ( as compared to GAP) \* Sale sign was prominently visible \* Location of store was not that good as compared to GAP.

It was on the first floor corner side of Dubai mall \* They were doing lot of advertisements in the mall itself to increase awareness of their sales \* Out of Zara, GAP and them, their service was the best as customer service representatives were pro-active and approached the customers themselves without asking 2.

ZARA: Zara is the flagship chain store of Inditex Group owned by Spanish tycoon Amancio Ortega. The group is headquartered in Galicia, Spain. Their USP is that they need just 2 weeks to develop a new product whereas the industry average of 6 months.

Its most unusual strategy is its policy of almost zero advertising.

We made the following observations about their store: \* Sale sign was not prominent \* There were 3 sections – Men’s section, Female’s section and Kid’s section \* Prices are comparatively higher \* They were trying to cross-sell by putting shoes, pants and shoes at one place \* Their customer care representatives were not pro-active 3. H&M: H&M offers fashion and quality at the best price through a broad and varied range of fashion. The collections are extensive and replenished within a day. Hence, customers can always find something new at H&M.

It is a Swedish clothing company and cater to the following segment – women, men, teenagers and children.

It has around 2, 000 stores in 37 different countries and employs around 76, 000 people. Observations about their store are: \* Display of clothes through main windows was prominent.