

Analysis of the dubai mystery shopping



**ASSIGN
BUSTER**

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.