

Zara marketing assignment

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**ASSIGN
BUSTER**

Ezra varies in price, promotion, and positioning from some of its main competitors, H&M and Gap. Ezra uses very little of its budget on promotion and marketing and relies more on its store windows to advertise its name to the public. Ezra also places stores in busy areas and predominantly in more affluent areas in order to attract the most customers who will have the financial resources to purchase clothes from them. Sara's store windows are designed to capture and entice customers and have won numerous awards. Ezra produces "knock-off" clothing based on designers whose reactions have just been seen on the runway.

This enhances Sara's reputation as trendy and modern unlike Gap who concentrates more on basics in apparel. Sara's prices are generally lower in Spain and higher in France because the French are willing to pay more for fashion. Sara's fashions are priced as luxury items in the United States and in Japan. Ezra targets mostly fashionable younger people who watch style trends. Ezra sources about 50% of its garments from third parties. Unlike usual retail supply chains, Ezra outsources from inside of Europe for its garments and uses a small portion of Asia and around the world, which mainly focuses on basics.

The other 50% of items are manufactured in-house using inherited related fabrics and dyes. This in-house manufacturing gives Ezra the advantage to create entire new lines in just a couple of weeks and allows them to be responsive to the market, by either stopping production of certain items that are not succeeding or by remaking popular collections. This gives Ezra the advantage of a higher turnover rate compared to Gap and H&M. Part of

Sara's strategy is to look scarce to the customer so they feel compelled to buy an item now rather than later.

They also encourage a feeling of exclusivity about clothing items. Ezra may have an issue when in competition at an increased scale in international markets because many companies are using cheap outsourcing in Asia, giving them an advantage. Also, Ezra may have trouble with sales in countries that are not heavily concerned with fashion and may have to adapt new ways of marketing besides focusing on well done window displays. Ezra will have to impart a more persuasive message than just being fashion forward and instead may need to offer lower prices in other countries. Ezra Marketing By proclivities