ZARA MARKETING PLAN

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AGENDA

1- EXECUTIVE SUMMARY

2- SWOT ANALYSIS

3- COMPETITORS ANALYSIS

4- TARGET MARKET

5- TARGET AUDIENCE

6- MARKETING STRATEGY

7- MARKETING MIX

8- KPIS

1- EXECUTIVE SUMMARY:

SALES INCRASE BY:-

- ☑ **INCREASING AWARENESS**
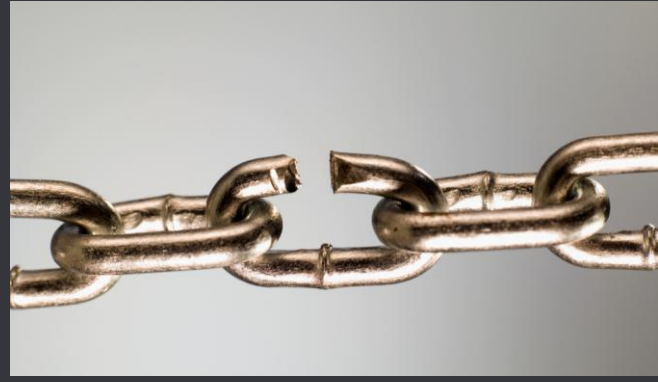- ☑ **OPEN NEW MARKET**
- ☑ **OPEN NEW SEGMENT**

2- SWOT ANALYSIS:

STRENGHT

- Jacket.......104 SKUs
- Men.........160 SKUs

WEAKNESS

- Sweaters........ 41 SKUs
- T-shirt .... 30 SKUs
- Shoes..............29 SKUs
- Jeans................7 SKU
- Ladies..........34 SKUs

OPPORTUNITY

- New SKUs (sweaters , t-shirt , shoes , jeans)
- New SKUs for ladies & children

THREATS

- Shifting Consumer Behavior and Demands
- Supply Chain Vulnerabilities
- Intense Competition and Market Dynamics

3- COMPETITORS ANALYSIS:

| Features	Zara	H&M	Gap	Uniqlo	Mango
Business model	- Ultra-fast fashion - Vertical integration	- Fast fashion - Outsourced production	- Multi-channel retail - Physical / online	- Life wear - Vertical integration	- Fast fashion - Outsourced production
Product focus	- High-end fashion trends	- Trendy affordable	- Classic & casual	- Minimalist function	- Fashion forward - Urban woman
Speed to market	- Very fast	- Fast	- Moderate to slow	- Moderate	- Quick
Price range	- Mid range	- Affordable	- Affordable to mid range	- Affordable to mid range	- Reasonable

3- COMPETITORS ANALYSIS:

Features	Zara	H&M	Gap	Uniqlo	Mango
Competitive Advantage	- Speed to market - Vertical integration	- Affordability - Wide product range	- Strong brand - Diverse sub-brands	- Heattech / Airism - Vertical integration	- Global franchising - Focus on sustainability
Target audience	- Seeking latest styles	- Broad trendy shoppers	- Families & professionals	- Seeking functional versatile basics	- Affluent & middle-class female
Geographic presence	- 7,400 stores	- 4,500 stores	- 3,700 stores	- 2,495 stores	- 2,800 stores

4- TARGET MARKET:

- ☑ **US**

- ☑ **Asia - especially China**

- ☑ **European countries - like Spain and Germany**

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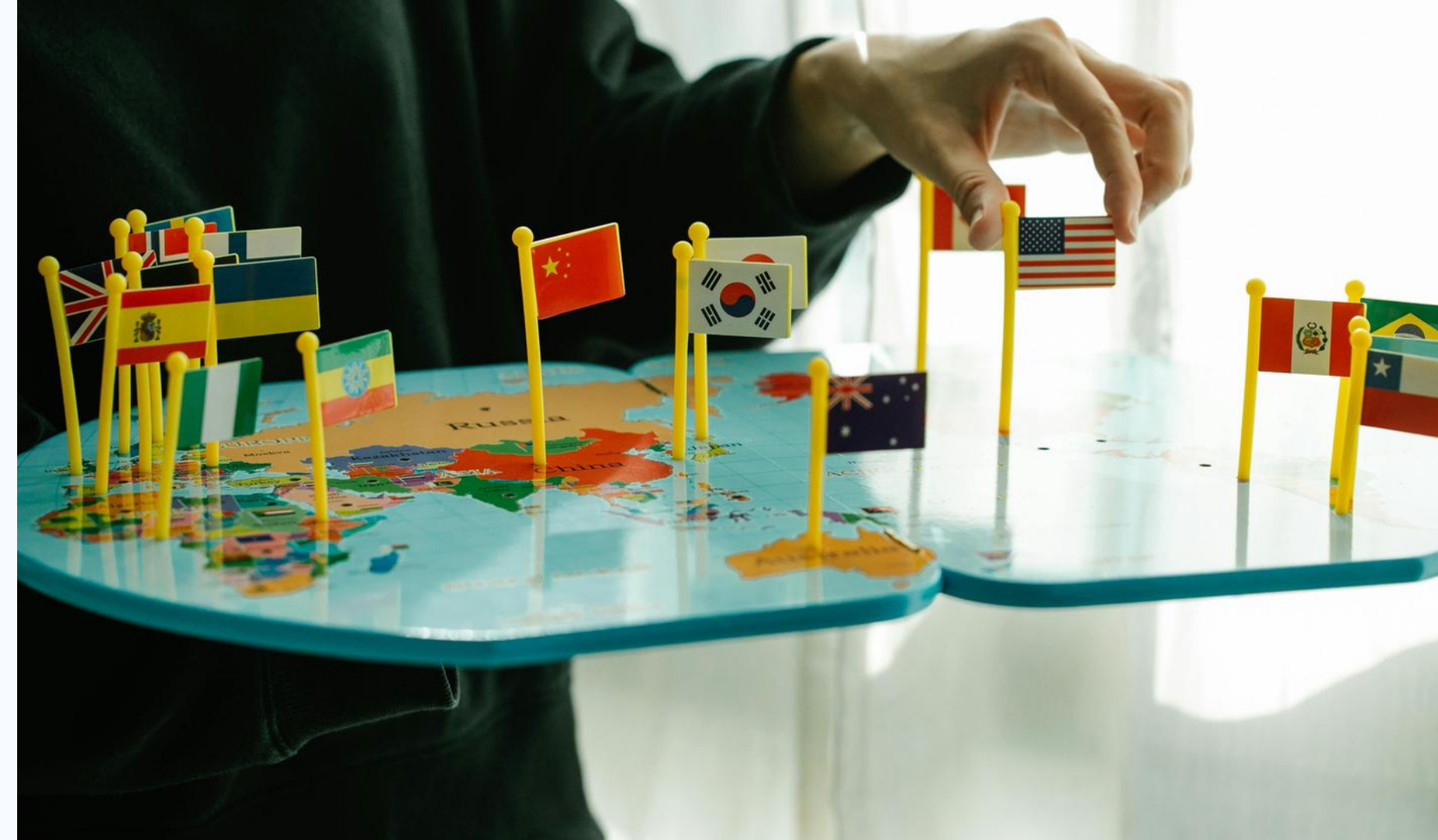
5- TARGET AUDIENCE:

- ☑ **Ladies - Men - Child**

- ☑ **18-40 years old**

- ☑ **Middle-to-upper income**

- ☑ **Fashion forward & socially aware**

6- MARKETING STRATEGY:

☑ **Fast fashion**

☑ **Limited product availability**

☑ **Strategic store locations and design**

☑ **Strong word-of-mouth**

7- MARKETING MIX:

A. PRODUCT

- ☑ **Trendy and diverse**

- ☑ **Rapid turnover**

- ☑ **Limited quantities**

- ☑ **Vertical Integration**

7- MARKETING MIX:

B. PRICE

- ☑ **Affordable luxury**

- ☑ **Market-oriented and dynamic pricing**

- ☑ **Minimal discounts**

- ☑ **Psychological pricing**

7- MARKETING MIX:

C. PLACE

☑ **Prime locations**

☑ **Aesthetically pleasing stores**

☑ **Omni-channel approach**

☑ **Global reach**

7- MARKETING MIX:

D. PROMOTION

☑ **Minimal traditional advertising**

☑ **Word-of-mouth marketing**

☑ **In-store visual merchandising**

☑ **Social media engagement**

☑ **Public relations and influencer marketing**

☑ **Direct marketing**

8- KPIS:

☑ **Financial performance KPIs**

☑ **Operational & supply chain KPIs (crucial for fast fashion)**

☑ **Customer & brand KPIs**

THANK YOU