

# Integration project

## Presentation

### (ZARA)

ZARA is worldwide famous cloth –designing brand which usually made clothes for both men and women and for kids also. Our client ,manager of Zara –official manger wants a online marketing so our employees Gurtek singh and Manmeet thind working on zara website.

### About Zara



#### What is Zara?

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- Zara sells both Men's and women's clothes. They also sell shoes, cosmetics and accessories. Recently they started with children's clothes as well.
  - Zara is a Spanish clothes and accessories brand, it is the flagship brand of the Inditex group. Few clothing brands keep up with the latest fashion, are of high quality and yet, affordable. It is probably the amalgamation of all these qualities that made Zara, the Spanish clothing brand become the go-to fashion brand for all.
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Zara is worldwide famous Spanish brand .mostly known for their cloth designing and for their other accessories such as colognes and wallets for men and women.

## **HISTORY AND FOUNDERS OF ZARA**



### History and Founders

- 1963-1974 Amancio Ortega Gaona founded Inditex
- 1975 The first zara store was opened in Spain
- 1976-1984 Spreading of zara store in Spain
- 1985 Zara started to enter the overseas market (in Portugal)
- 1989 Entering New York City, in USA
- 1990 Entering Paris, in France
- 1991-2004 Spreading to the whole world including Japan(1998)
- 2007 Entering R.O.Korea in 30, April at COEX Mall and Lotte Young Plaza



Inditex

[Amancio Ortega](#) opened the first Zara store in 1975 in central [A Coruña](#), Galicia, Spain. Ortega initially named the store *Zorba* after the classic film [Zorba the Greek](#), but after learning there was a bar with the same name two blocks away, they rearranged the letters molded for the sign to "Zara". It is believed extra "a" came from an additional set of letters that had been made for the company.

## **EXPANDATION OF ZARA**


In 1985, Amancio Ortega set up a parent company for Zara before going for the global expansion, and in 1988, the company started its international expansion through [Porto](#), Portugal.<sup>[10]</sup> In 1989, it entered the [United States](#), and then [France](#) in 1990.<sup>[11]</sup> During the 1990s, Zara expanded to [Mexico](#) (1992),<sup>[12]</sup> [Greece](#), [Belgium](#) and [Sweden](#) (1993). In the early 2000s.

## **MANUFACTURING AND DISTRIBUTION**



Zara needs just one week to develop a new product and get it to stores, compared to the six-month industry average, and makes roughly 40,000 designs of which around 12,000 new designs are carefully selected and produced each year.<sup>[46]</sup> Zara has a policy of zero advertising;<sup>[8]</sup> the company preferred to invest a percentage of revenues in opening new stores instead.


## **SUCCESS FACTORS OF ZARA**



### **ZARA's Success Factors**

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- Active Use of Stores**
  - Changing the store layout in every 2 weeks
  - Located in the very center of the city
  - Using the store to advertising
  - Collecting the data of customers



Zara success factor is changing the store layout in every 2 weeks .located in the very center of the city and using the store to advertising .The main factor of zara is

collecting the data of customers by taking their feedbacks.

IN THIS PRESENTATION CLIENT ALSO TO WANT US TO EXPLAIN STRENGTH AND WEAKNESS .

## **STRENGTH**



### **STRENGTHS**

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- Zara possesses 90% of its stores in 88 countries including United States, Europe, Asia, Middle East and many, and the rest is the joint ventures or franchises.
- It boasts in-house production factories within proximity of the headquarters.
- Zara itself control raw material selection, production, distribution etc
- Zara is called “fashion imitator” because instead of predicting trends, it imitates the trends of the season and provides such fashion trend to its customer at the minimum amount of time possible.

ZARA has main strength that is they control their own raw material selection ,production and distribution.

## **Weakness of Zara**





## WEAKNESSES

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- Centralized distribution system is the biggest problem of Zara.
- If there is any technical snag occur in the distribution network then the whole system can collapse.
- But in other apparel companies, the distribution networks are decentralized and not self-contained like Zara.
- Zara controls its production, suppliers, distribution system, retails stores, unlike its rivals that make it prone to unpredicted problems.

Zara main strength factor is zara main weakness because if any error occur in distribution network then the whole system can collapse.

## IMPORT POLICY OF ZARA



## Import policy

### Prohibitions and restrictions:

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**1: Import of Goods** - Import of all goods is allowed from worldwide sources unless otherwise elsewhere specified to be banned, prohibited or restricted in this Order

- Goods of Israeli origin or imported from Israel.

#### **2: Restrictions.**

- National quality standards
- List of such standards and regulations notified by the **PSQCA**.

## COMPETITORS OF ZARA



## THREATS

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- Fierce Competition: Zara experiences fierce competition, not only locally but also globally. Locally Zara faces competition from Sweden's H&M and in-house brands like Massimo Dutti and Stradivarius, whereas, on the global platform, it faces competition with international brands such as in the US, the toughest competition is from the US based GAP.
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ZARA is one of the well known and fast growing company in worldwide market because its grows up its market very fast among the locality and being an Spanish brand they gets most popularity in all over the world .ZARA itself is succeedes most top notch companies such as holister ,gap ,h&m they all are most popular American brands and well known competitors of zara.