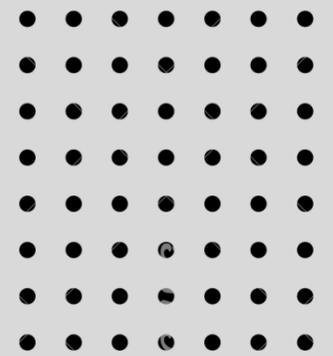
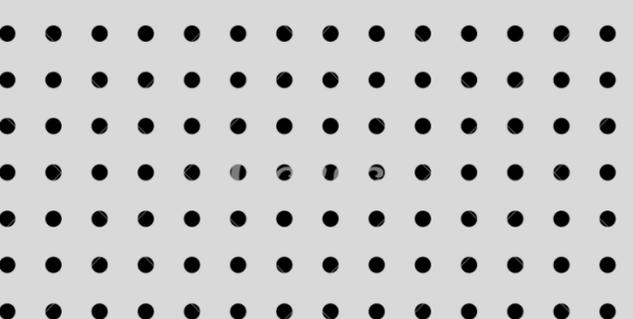


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# ZARA



*Agustín Drago, Bryn Maron, Natalya Collingwood, Steven Ballash, Tyler Lyons*

# External Influences

Age:

**18-34 year olds** tend to be those who shop more frequently at ZARA because they prefer to keep up with current trends

Gender :

**Women** tend to make up a **larger portion** of the consumer base compared to men

Income:

**Middle income consumers** make up the majority of purchases - ZARA “luxury look affordable price”

Location:

Consumers located in **urban areas** show greater engagement with the brand due to accessibility and culture

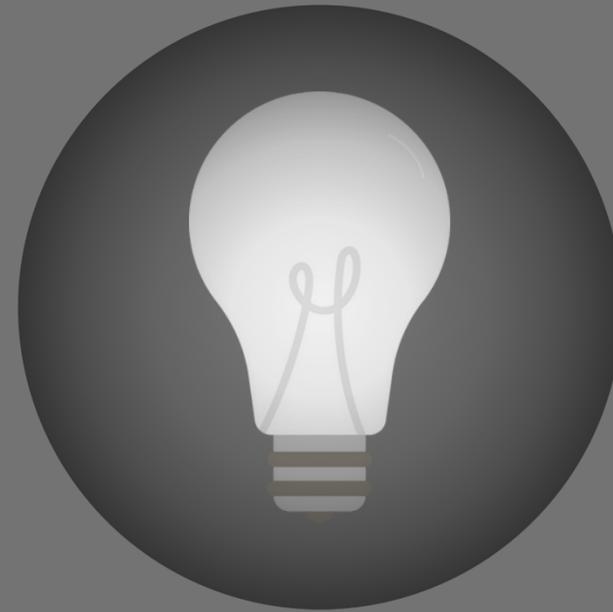
# Involved Needs

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## Functional / Utilitarian

Clothing that is appropriate, comfortable, and suitable for different life situations.



## Emotional

Wanting to feel good, feel confident, or enjoy the shopping experience.



## Self-Expression

Showcase individuality, personality, and personal taste through one's appearance.

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# Needs Satisfied



- Zara **satisfies** consumers by offering trendy, stylish clothing that allows them to express themselves



- Zara provides **convenience** by offering fast access to new styles and easy in-store and online shopping



- Zara offers constant **variety** with frequently updated collections and new styles each week
- 



# Product Positioning

## Market Segments & Semantic Memory

### A. Young Adults (18-25)

- Trendy / Up-to-date styles
- Affordable fashion
- Social identity + self-expression

Ideal product: Bold, trendy, fast-moving, low-mid price

### B. Young Professionals (25-35)

- Modern, polished, office-appropriate clothing
- Quality-to-price ratio
- Versatility between work and social life
- Minimalist European style

Ideal product: Tailored, elevated basics, higher quality

### C. Budget-Conscious

- Low price
- Decent quality for the price
- Functional fashion

Ideal product: Simple, versatile, low-cost essentials

### D. Fashion-Conscious

- Runway-inspired designs
- Rapid access to high-fashion looks
- Seasonal microtrends
- Aesthetic differentiation

Ideal product: Designer-inspired, experimental, limited drops





# Product Positioning

## A. Young Adults (18-25)

- “Fast trends made affordable.”
- Top criteria: Trendiness (35%) → Price → Fit
- Main decision rules: Hybrid (compensatory + affective), Elimination-by-aspects

## B. Young Professionals (25-35)

- “Modern, polished style for work and beyond.”
- Top criteria: Quality (30%) → Fit → Balanced Style
- Main decision rules: Compensatory, Conjunctive, Weighted additive

## C. Budget-Conscious

- “Stylish essentials at everyday prices.”
- Top criteria: Price (50%) → Quality → Fit
- Main decision rules: Lexicographic (price-first), Conjunctive

## D. Fashion-Conscious

- “Runway fashion without runway prices.”
- Top criteria: Trendiness (50%) → Newness → Image
- Main decision rules: Lexicographic (trend-first), Affective

# Pricing

## A. External Influences

- Zara positions itself as a middle-tier price point: the high end of fast fashion (vs. H&M) and the low end of luxury (vs. Aritzia, Reformation).
- Target consumers (18–34) value affordable trendiness, so Zara's pricing feels accessible but still stylish.

H&M



Low End

Zara



Middle Tier

Aritzia



High End

## B. Internal Influences

- Price signals elevated style without being luxury and shoppers feel they're getting "premium fast fashion."
- Consumers see Zara's pricing as fair for the design quality, with tops ~\$20–40 and dresses ~\$40–70 matching expectations.

# Pricing



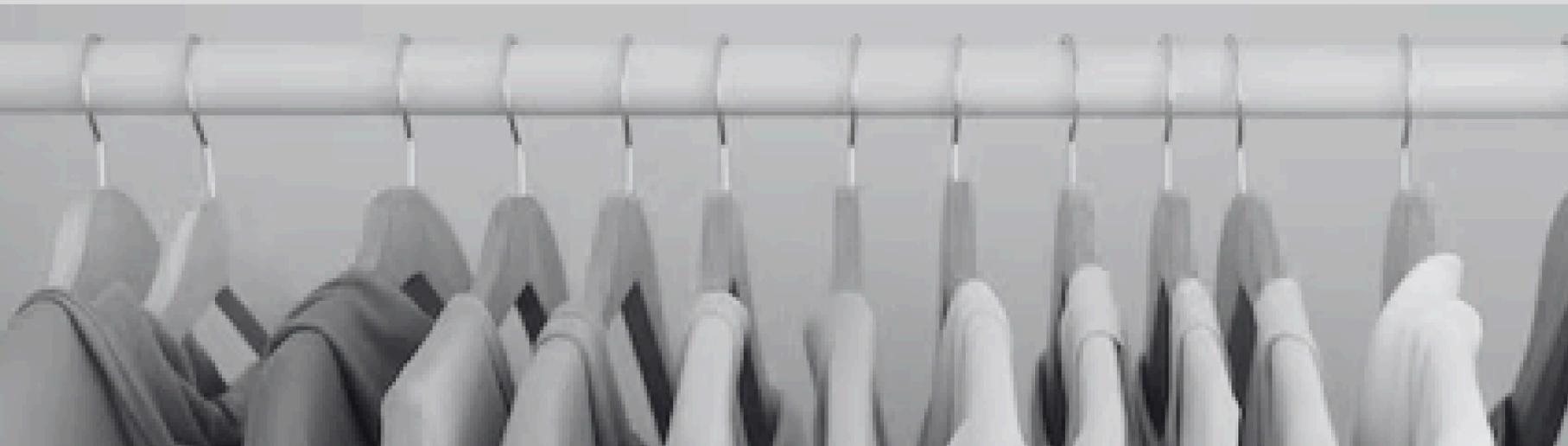
## C. Situational Influences

- Willingness to pay is higher for workwear or nicer outfits, and lower for fast-moving trend pieces.
- During events (holidays, parties, seasonal shopping), price sensitivity drops and consumers buy more.

## D. Decision-Process Factors

- Moderate pricing + constant new arrivals creates impulse buying and frequent store visits.
- Trend pieces at lower prices encourage trial and experimentation with minimal risk.

# Distribution Strategy



## Zara vs Other Fast Fashion Brands

Feature	Zara	H&M / Gap / Uniqlo / Others
Time from design to store	2-3 weeks	4-6 months or more
Supply chain model	Vertically integrated	Mostly outsourced
Inventory strategy	Small batches, refreshed weekly	Larger runs, slower turnover
Restock speed	Fast, based on real-time sales	Slow, often fixed cycles
In-store experience	Curated, boutique-like	Mass-market feel, focused on volume
Advertising approach	Minimal (0.3% of revenue)	High ad spend, frequent promotions
Discount frequency	Rare	Common
Brand positioning	Quiet, trend-forward, high perceived value	Broad appeal, price-led marketing

Via blankboard Studios

- Fast, vertically integrated supply chain → constant newness & high store traffic
- Seamless online + in-store experience (app, click-and-collect, real-time inventory)
- Prime, high-traffic retail locations reinforce “accessible but elevated” positioning

# Promotion Strategy



- Minimal traditional advertising — store design + product drops act as promotion

- Limited quantities & fast turnover create urgency, FOMO, and social buzz

- Visual-driven digital presence (IG, website) reinforces aspirational aesthetic



# Product

- Zara focuses on making affordable yet trendy fast fashion pieces that appeal to everyone
- Zara designs products with a global target in mind, so they have a wide range of styles and sizes
- They have an innovative business model that includes a fast design-to-store cycle, meaning products are readily available
- Due to the fast-paced design-to-store cycle, Zara tends to be ahead of trends, making them a top choice for consumers





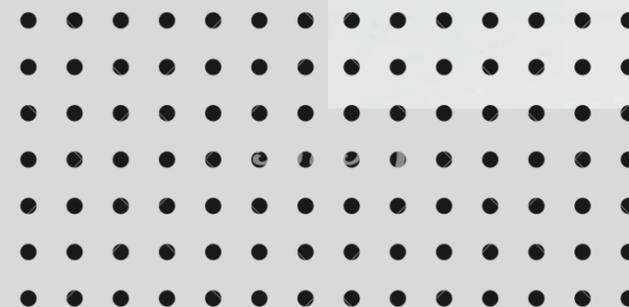
# Customer Satisfaction

Customers are satisfied when Zara has:

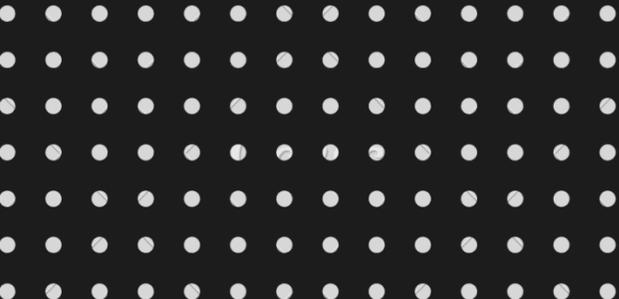
- Trendy, up-to-date styles
- Many available products and sizes
- Frequent style changes
- Affordable prices
- Convenient online and in-store shopping

Factors that help with customer loyalty are:

- High quality and consistent fit
- Strong brand image and positive global presence
- Positive experiences shopping in-store and online
- Staying on top of trends



ZARA



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