

Market Research

Zara Company

Zara is the leading trading network of the Inditex group of companies, it belongs to the Spanish tycoon Amancio Ortega, who also owns brands such as Pull and Bear, Stradivarius, Bershka and many others.

The head office of the company is located in the Spanish city of Coruna, where the first store was opened in 1975.



HISTORY OF CREATION

The founder of Zara, Amancio Ortega, wanted to name her Zobra in honor of his favorite character from the movie “Greek Zorba”. However, he failed to obtain the right to use the name of the hero. In the first Zara store were presented double models of well-known fashion houses of luges at low prices.

HISTORY OF

DEVELOPMENT The first store was located on the main street in La Coruña. He proved the success of the company, and Ortega began opening new stores across the country. By the end of the decade, more than 80 stores were opened in Spain.

Frequent updating of the assortment of stores encouraged customers to return there more often, especially on the day of delivery. This day is called day- Z.

COMPETITIVE

ADVANTAGES At the beginning of the 80s, Srtega began to develop a new model of the process of design and distribution of goods. The clothing industry usually used a production scheme in which the period between the development of the design and the receipt of the goods for sale was 6 months. This scheme limited manufacturers and distributors to 2-3 collections per year.



The attempt to predict the tastes and preferences of the consumer entailed many difficulties and risks. After all, the manufacturer may stay with unsold goods. Ortega was looking for a way out of this scheme, creating, according to him, an “instant fashion” that would allow him to quickly respond to changes in consumer tastes and the emergence of new trends. His attempts remained unsuccessful until he met Jose Maria Castellano.

RATES

Zara's success brought it to the international market in the late 80s. The first overseas store opened in 1988 in Porto, Portugal. The next year, the company moved to the United States, but the results were not so successful: in early 2000, only 6 stores were opened in the states. The most suitable market for the company turned out to be France

In 2007, Zara was dragged into the proceedings for the fact that one of the models of bags presented in the store was decorated with a swastika. Zara discontinued this model. But, unfortunately, in a short time the company issued T-shirts decorated with Teletubbies, for which subsequently it was necessary to pay a fine to the BBC television company.



An article by a famous magazine describes Zara's policies as follows: "Zara is only fashionable. They focused their attention on understanding the fashion preferences and requirements of their customers and meeting these needs, rather than promoting new models through fashion shows and other ways of influencing, as is traditionally done in the fashion industry."

