



Vidhi Bhandari

Student MBA 2nd Year (HR) SSR IMR, Silvassa – Permanently Affiliated to SPPU, Pune

Email: vidhi5192@gmail.com

Abstract

Every brand has its own uniqueness but not every brand has attractive uniqueness like Zara Person love to be unique, people search for unique product to make themselves different from another one so it is all about the stylish cloths and material that people find at changing day to day trend. Zara the brand have name all over the world as it gives people lots of varieties of product with different style and provide them within particular time. Zara has its own process and techniques to make themselves unique because without having goal there is no sign of success. All over the world there are many brands who plays their roles but Zara also make it different for all that is what makes Zara as Fast Fashion for all which makes their product different and provide it with new trending fashion within a one or two weeks with affordable price can afford higher class people as well as for middle class people.



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Introduction

Zara is one of the successful fashion retail brand the concept of Zara is 'fast fashion' retail founded in 1975 in Spain. It provide varieties of fashion brand products for their customer, they provide different culture fashion brand. There are many factors that have contributed to the success of Zara one of that is strengths which played strong role in becoming a global fashion powerhouse. Zara offers clothing for men and women's even for children and kids shoes accessories.

Story of Brand Zara

Zara started in 1975 and founded by Amancio Ortega and Rosalia Meran It is a family business in downtown Galicia in the northern part of Spain. It began when Amancio Ortega started dress making factory in the year 1963 They started from small shop named as Zorba La Coruna and slowly they expanded from town to all over the world that after they changed the name from Zorba La Coruna to Zara it is now world largest retailer brand, Zara is an Spanish clothes brand it is a Go to fashion brand for all. Today it has 3000 stores across 96 countries around the world.

Zara is the brands which is known as Go to fashion for all, it is because Zara keep updated them with new fashion as today every things are changing day to day they look for every new fashion and keep track for the same. They make new fashion design with day to day work and

make it available for customer within week. Where as other brand takes time to make them, Zara keep going fast and make it quick for all their customers that's why its called fast fashion, these is the reason people love the brand. It is imposable if visions are not clear to the person to make unique brand from small store of cloths, Zara the brand is known as fast fashion for all is having value because they provide unique and stylish clothes with changing trends. Zara is love of its customers as it provide new product and make it available within one or two weeks which is impossible for other brand. Even its gives many choices of clothes for women men and children Zara has its supply chain which is highly responsive which make product available to store within a week, Zara is not only said as fast fashion but it also take care its customers and provide product which make their customers satisfied.

CASE DISCUSSION:

Being a unique in market is the aim of every person, but being unique is not an simple and easy task for all there are many competitor in the market with same product but how to make your product unique is the main thing so it is important to know how to make your product best and provide it to your customers on time without any delay. People do lots of thing to make themselves unique in market but it takes something special to stay unique always in a market. Talking about cloths people are changing their style day by day and to provide them stylish clothes with unique style is not always possible for every brand, all brands products try their best to make themselves unique in the market but its only stay unique when they took daily updates and make new design with new trends and not repeated one. So the craze for the cloths are more today many new stylish cloths are available today and their many competitor but to stay unique and to make product loved its need to do something innovative.

Fast Fashion

Zara work hard to make their product in less time and make available for their customers, Zara takes few days to change their fashion from one to another, no fashion stay for long each and every time their fashion changes with new one and with fast changes. Zara called as Fast Fashion for all, it is not an just name but Zara did it for their customers who love their products as they provide their stylish and new product within one or two week for their customer in many store. It use diversification and vertical integration for achieving their goals. Zara has their own different plan and strategy to maintain each and every process, it has production decision which tells that how Zara did it in different way. Zara make their production in house which allow them to maintain flexibility in producing product, Zara use

only 50-60% of its line at starting and then use them at middle of season. Which is easy to make different and unique product for them as they make some of their line product aside to use it in the middle of the season. Zara also have their good track on their feedback system as they ask all the store managers about customer feedback information this is how they update them and make product according to the customers needs and wants. They even centralized their buyers, designer and planners at same location where it headquarters locate, which allow them to make quick changes whenever its required and even it reduce time consumption behind one activity. It is important to have effective supply chain Zara spend money for distribution where many of other company are not always go for investment in distribution process but Zara invest in Air transportation to ship their products to foreign markets. These help Zara to complete their task on time without delay.

Uniqueness in their product

Its not just about making your product unique by providing services and product which customers wants but it needs the unique process to go with different way of producing unique product. Every individual wants to wear stylish and unique clothes for which the designer needs to think in innovative way to make unique product. So Zara focuses on Customers needs that is they need unique and stylish cloths, provide clothes for all, not more but in limited so demand are always goes high and make it again and again it means make product again and again with new style and trend with variety of choices. Company has large number of designer where female workers are more than male as we all know female are more talented in designing then male. They are having models to test the various collection of women and men's clothing so it is important to check before it manufacture that it is comfortable to wear and are different from prewise one so all the things are checked before it goes for manufacturing process. Company has its unique way to manage all their activity Zara has managed its product price very well and sell it at affordable price even middle class consumer can buy their product. It uses good quality fabric but not use low quality fabric for lowering the price of product. The quality and the product of Zara attract all by its uniqueness. So Zara is the unique brand which provide unique product with their fast production process they have their designer team who design it with systematic manner which makes their product unique from other competitor.

CASE CONCLUSION:

Zara is started from small store named as Zorba La Coruna and today it is brand which loved by all. It is a small store started from selling clothes in small town today it covers all over the world as it is not an easy but the hard work and uniqueness makes the business large and successful Zara manage each activity with systematic manner it provide product and services different from one another. Zara maintain its value proposition of offering unique and fashionable cloths on continues changing style. Providing unique and trendy cloths within one or two week makes Zara as Fast Fashion for all Zara provide the product on time without delaying which makes customer more satisfied as Zara always has something new to produce. Its main focus is to provide product within time without delaying and to attract customers with designer product this make Zara different from others competitor its products are at affordable prices affordable by middle level people but its doesn't mean they use low quality fabric, Zara use good quality fabric to produce their product. No products stay long period of time as its changes with changing trend. This is how it stand different from all other brand.

TEACHING NOTES FOR THE CASE:

TEACHING OBJECTIVES:

The following Teaching Objectives may be considered with respect to the case:

1. To gather understanding on the world of Fashion and present the story of ZARA.
2. To study the steps taken by Zara towards branding the product and making it Unique.

LEVEL OF ANALYSIS:

The present case is a type of descriptive case. The Analysis attracts understanding of Zara as Fast Fashion. This case is suitable for the practical and case study approach at the level of Management Students. To be specific BBA students, B.COM students, M.COM students and MBA students have benefits out of this case. Even the case will be beneficial for cloths manufacturing company.

CASE ASSIGNMENTS:

As part of the case study delivery, participants may be assigned certain tasks pre & post delivery of the case.

Pre discussion Task: Gather fair understanding on the Brand Zara through reading secondary data materials & E-sources.

Post discussion Task: Conduct review of further literature pertaining to the theme of the case. Post discussion round on a few questions pertaining to the case.

BROAD DISCUSSION QUESTIONS:

Q.1: Why it is important to stay unique in market?

Q.2: What are the steps taken by Zara to stay unique for their product?

READING REFERENCES:

The following references may be helpful in gaining further insights on the theme of the case:

- **Dopico, S. O. (2007). Zara Inditex and the Growth of Fast Fashion. *essays in economic & Business History*.**
- **Hansen, S. (2012). How zara grew into the worlds largest fashion retialer. *The new york times*.**
- **Kato, V. (2018). Analysis of the keys to Zara's Successful Business Model. *ResearchGate*.**

POTENTIAL BENEFITS OF THE CASE:

- **Students of higher education:**

The case benefits the students of higher education like management studies. Who needs to learn about how company makes their product unique. Specifically Marketing student shall benefit out of the case.

- **Benefits to the Cloths manufacturing company Fashion Industry:**

The case shall benefit the cloths manufacturing company & the Fashion Industry at large who needs to know about how one can make change in their product and process of producing to add some of good feature in their product. So the case will be helpful for those who manages the process of manufacturing and distributing.

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