

It's all about a son who want to help his mom to buy stuff for her family. He learned about dresses and how to design them. he opened the first branch in Spain called (ZARA) in 1975. The most feature in Zara at the beginning is making products that seem similar of popular, higher-end clothing but with low-priced .depending on the seasonThe social, economic, technological, competitive, regulatory trends may be relevant to the performance of the industry,Zara is a less expensive brand with a large market share compared to its competitors. Zara aims to create products that will appeal to different segments. Culture is also an important factor that influences the buying decisions of consumers.About the Zara faced many legal issues Including crimes against humanity, including theft of designs, including the exploitation of children. In ZARA brand we face the top three major competitors: H&M ,Gap ,Uniqlo Zara's supply chain is a great competitive advantage ,As well as Zara owns a strong network of retail stores in different countries such as America, Asia, the UK, Europe, and Africa to distribute all products over the world also has a fully functional website to produce the products. Zara needs to know its customers well, to understand the basis of the success of the brand. The customer needs the best quality product at a reasonable price. s, Zara conducts research before presenting any product in markets all over the world, and sells products that fit the local culture Zara focuses on growth by expanding stores in crowded cities ,It mainly targets women between the ages of 18 to 40 and often have children .one of target marketing strategiesls that They have marketing ideas for different regions within the same country It works to reach the people of the country by creating designs that integrate modernity with their local traditions Zara's Vision is "Zara vision is to provide a unique business model, which includes design, production, distribution, and sales. Zara has an ongoing commitment to its customers around the world in providing an excellent customer experience to all" , its Mission is "Give customers what they want and get it to them faster than anyone else. They have the freedom to develop the styles and garments that create the right appeal. Bringing attractive and responsible fashion, as well as improving the customer's experience". And its Core competence "Clothing and fashion, Zara's business model shrinks the gap between fashion creation and the customer, bringing customers closer than ever to the products they want". The value proposition is "Bringing attractive and responsible fashion, as well as improve the customer's experience, are Zara's priorities, Zara has remained faithful to its core values, our online stores and platforms are all about beauty, clarity, functionality and sustainability". Zara's Marketing mix is Product, the brand specializes in fast-fashion clothing, to serve men's, women's, and children's clothing (Zara Kids). Also, Zara includes accessories, swimwear, beauty, perfumes, shoes, and home things. For the promotion Zara advertises itself through social media in an effective, successful, and impactful way and that helped them to increase sales. Place it sells directly to customers through its branches around the world in 86 countries with over 2200 outlets. Price Zara's store provides the latest fashion at an affordable price and great quality. Zara's SWOT analysis: some of the strength is Strategy for cost leadership, A quick delivery, Low product price, Design with high quantity and uniqueness, high production speed. For Zara's Weakness is Spends very little on advertising, there is only one manufacturing and distribution center in the world for Zara, Lower product quality, There is no great variety in sizes. And for Zara's opportunities: Penetration of global markets, E-commerce and Internet development, A rapid delivery process, Providing support for some flagship designs. Threats:

Competition both locally and globally, The threat of brand loyalty, Government Regulations, Virus Pandemic COVID-19. The service is modify the clothes, when the dress from Zara or any product is long, the customer can order from Zara to become shorter, or ask them to sew a dress to its exact size. with this service the demand for sales will increase and we will gain more customers. The price will be suitable and fair, it helps all kind of people and age, we will promote for the service by the second modify will be free if you gave us the fabric that we cut it, also we will make an advertising in social media .pages and in the stores to let people know about our new service