

It's all about a son who want to help his mom to buy stuff for her family.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 strategiesIs 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.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.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.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.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".Zara aims to create products that will appeal to different segments.They have the freedom to develop the styles and garments that create the right appeal.he opened the first branch in Spain called (ZARA) in 1975.He .learned about dresses and how to design them