



ZARA

WEBSITE AUDIT

— Ryan Fitzsimmons —

ZARA

OVERVIEW



BACKGROUND

\$3.00

ADD TO CART



WEB STRATEGY

\$4.00

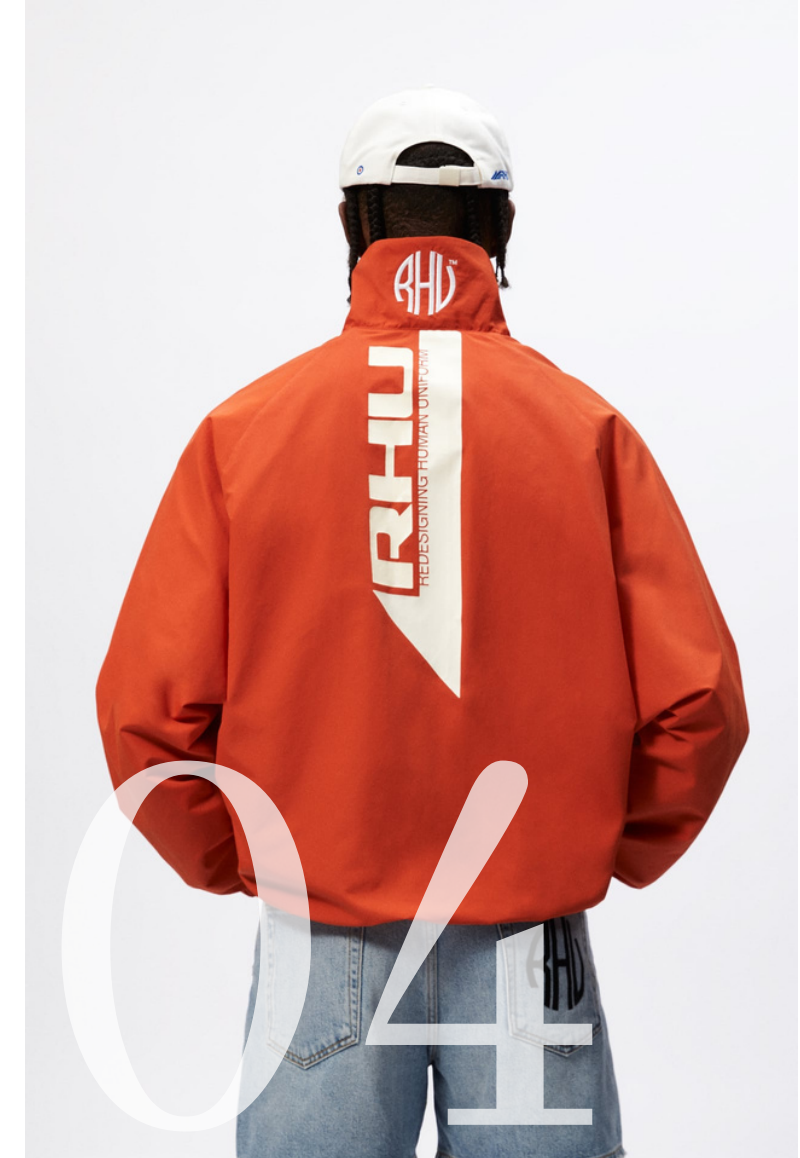
ADD TO CART



SWOT

\$5.00-9.00

ADD TO CART



RECCOMENDATIONS

\$10.00

ADD TO CART

ZARA

BACKGROUND

1975

ZARA was founded

2010

Website launch

2014

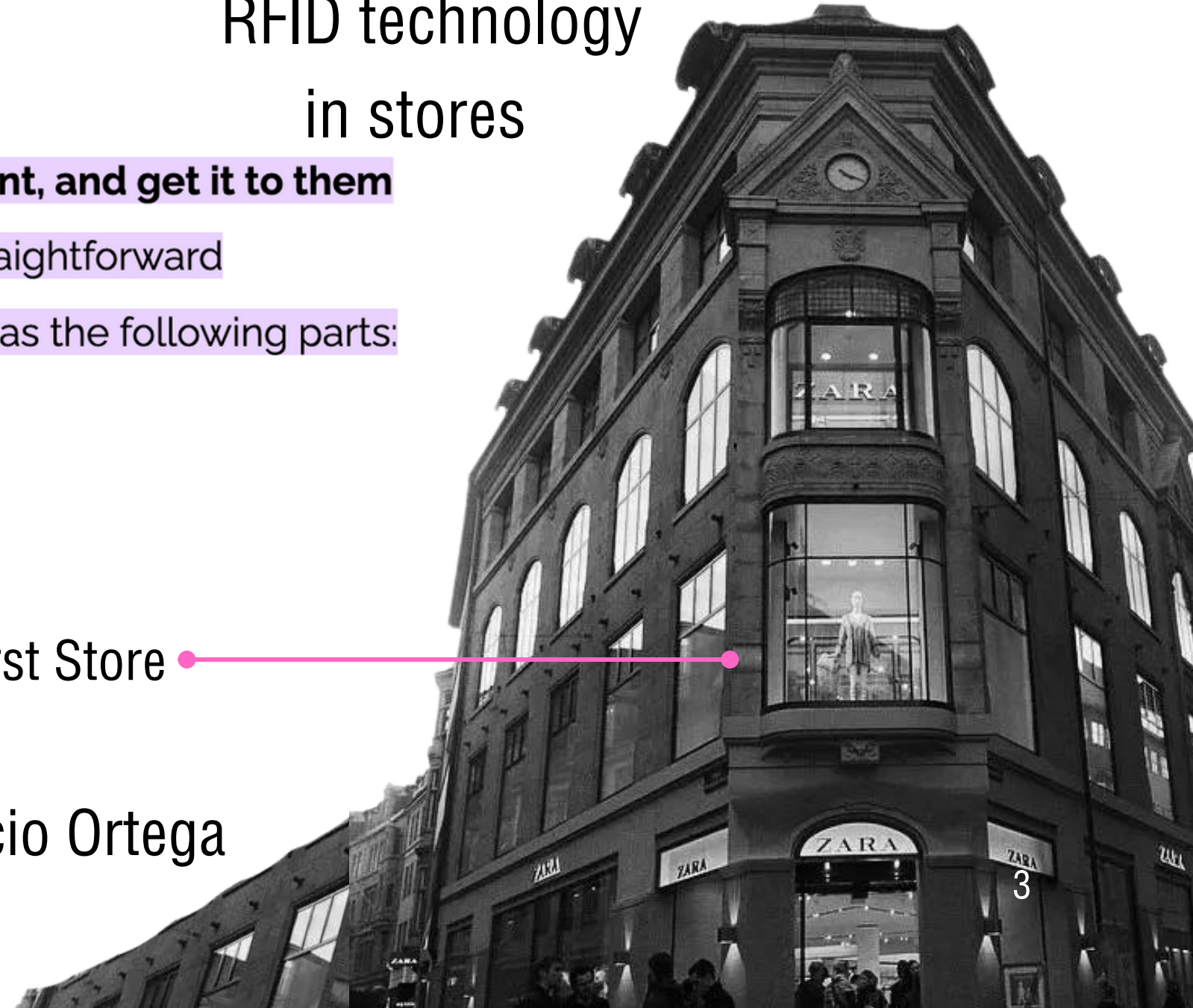
RFID technology
in stores

Zara mission statement is to **"give customers what they want, and get it to them faster than anyone else."** Such a simplistic, concise, and straightforward statement shows why this company has been so fruitful. It has the following parts:

1. **Distinguished products**
2. **Improving lives**



First Store



Amancio Ortega

Rosalía Mera

ZARA STRATEGY

Target Market:

- Young
- Price-conscious
- Highly sensitive to latest fashion trends
- Example: college students

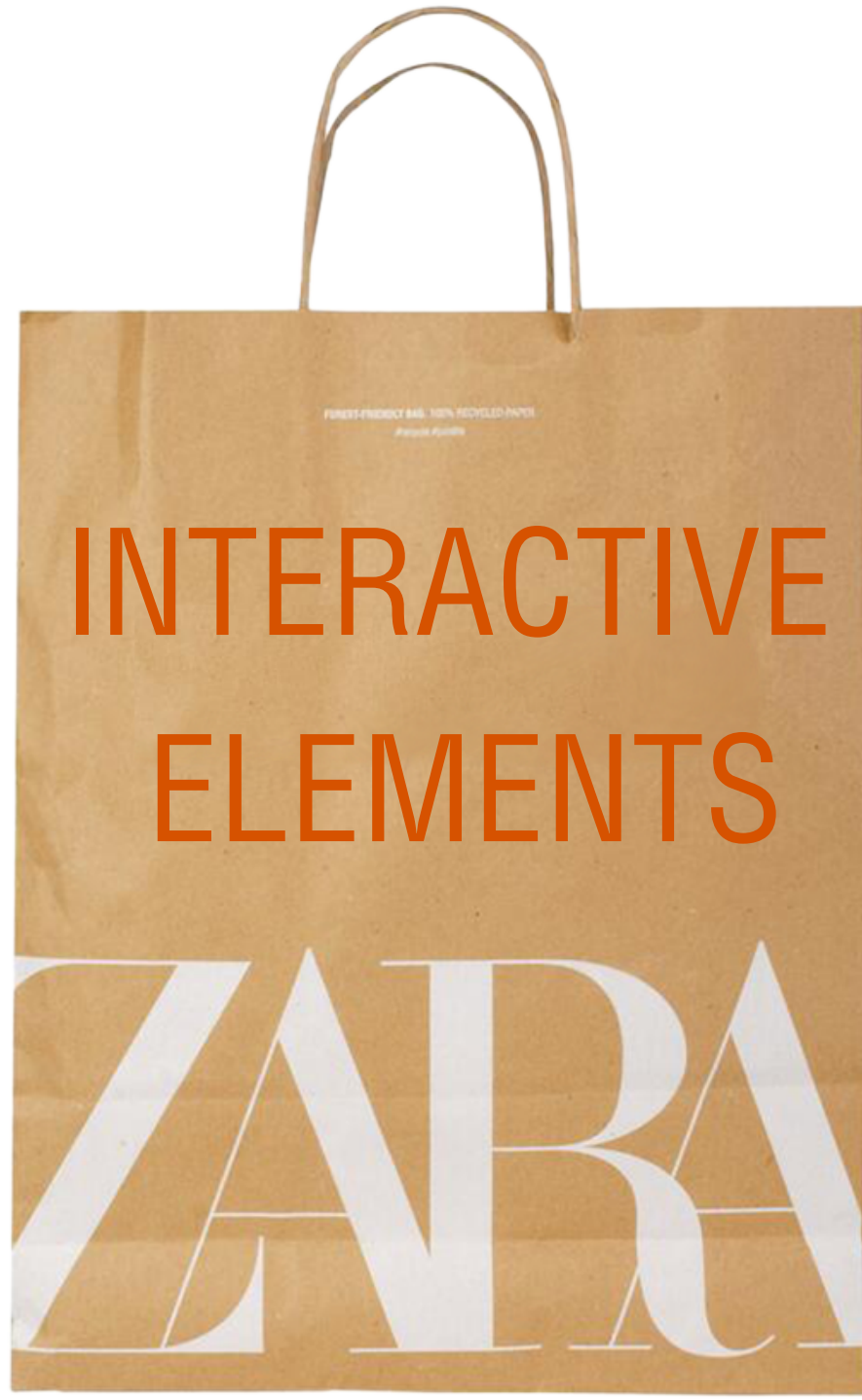
Marketing Strategy:

- Demographic, geographic and psychographic segmentation
- Quality items, reasonable prices and short response time



ZARA

STRENGTHS



STRENGTHS
STRENGTHS
STRENGTHS



ZARA

WOMAN MAN KIDS HOME ZARA ORIGINS BEAUTY

- NEW
- TRENDING | CARGO NEW
- WEAR TO WORK
- BASICS
- COATS | DOWN COATS
- JACKETS | OVERSHIRTS
- BLAZERS
- WAISTCOATS
- DRESSES | JUMPSUITS
- KNITWEAR
- TOPS | CORSETS
- SHIRTS | BLOUSES
- T-SHIRTS
- HOODIES | SWEATSHIRTS
- PANTS
- JEANS
- SKIRTS
- SHORTS
- SUITS
- CO-ORD SETS
- SHOES
- BAGS
- SPECIAL PRICES NEW*
- ACCESSORIES
- LINGERIE
- BEAUTY
- PERFUMES
- HOME
- SPECIAL EDITION
- GIFT CARD



ASH WOOD AND LINEN ARMCHAIR +1 599.00 USD



ASH WOOD AND LINEN ARMCHAIR +1 599.00 USD



LETTER PRINT POLO SHIRT 49.90 USD



COMBINATION PATCH SWEATSHIRT 49.90 USD



TEXT PRINT SWEATSHIRT 49.90 USD



CONTRASTING TEXT SWEATSHIRT 49.90 USD

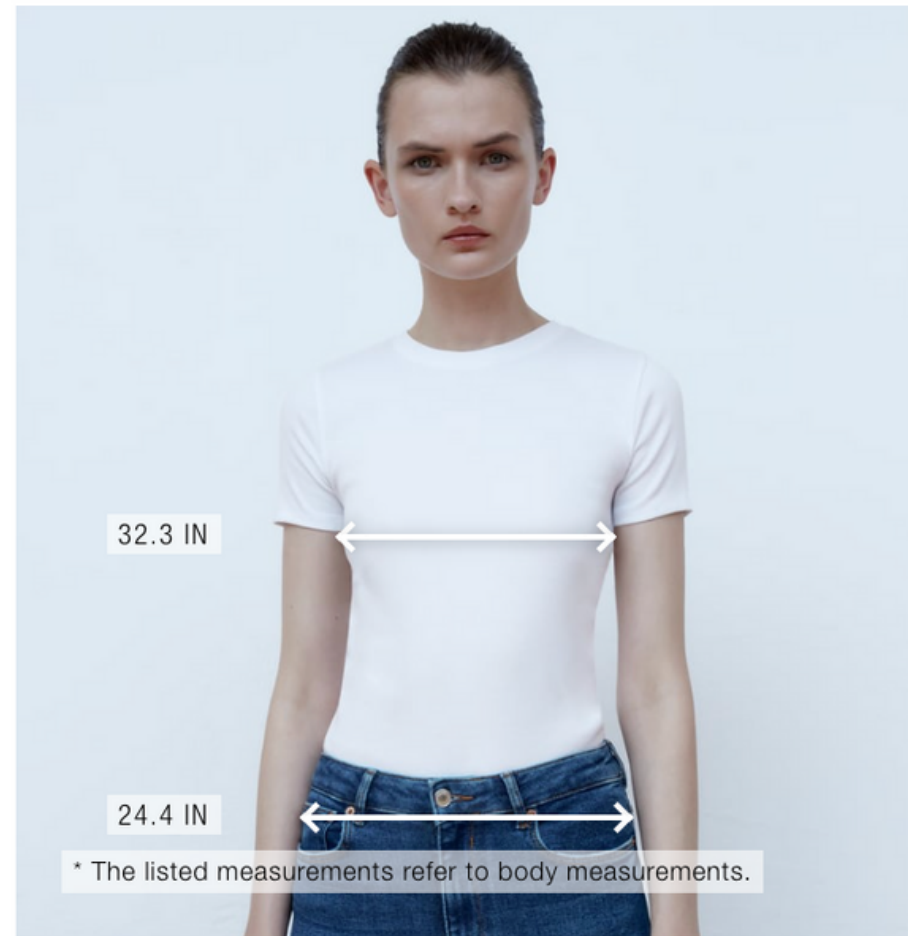


STR
ENG
THS
STR
ENG
THS

ZARA

SIZE GUIDE

BLAZER



XS



CHAT



Today

Hi! I am the Zara chatbot. I will be happy to assist you.
09:27 PM

By joining the Zara chat, you accept our [privacy policy](#).



Message



STRENGTHS
STRENGTHS
STRENGTHS

LOOK 01



Elyjah wears varsity jacket over multi checked flannel with indigo wide leg denim and patent loafers.

LOOK 05



Elyjah wears boxy leather jacket over relaxed mesh with off white wide leg denim and cowboy boots.

ZARA



RIBBED HAT
27.90 USD

ADD TO CART



SUNGLASSES PREMIUM
69.90 USD

ADD TO CART



COMBINATION PATCH BOMBER JACKET
129.00 USD

ADD TO CART



PLAID PATCHWORK SHIRT
59.90 USD

ADD TO CART



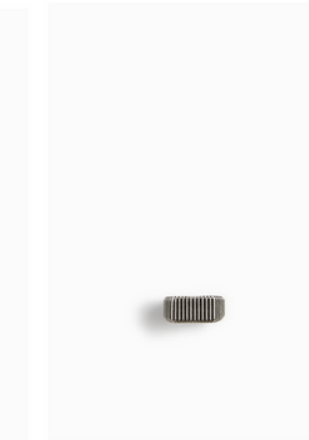
TEXTURED TANK TOP
39.90 USD

ADD TO CART



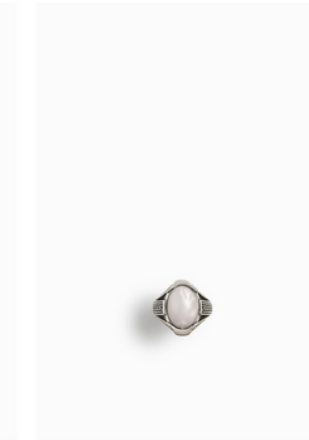
CHARM CHAIN
27.90 USD

ADD TO CART



EMBOSSED RING
22.90 USD

ADD TO CART



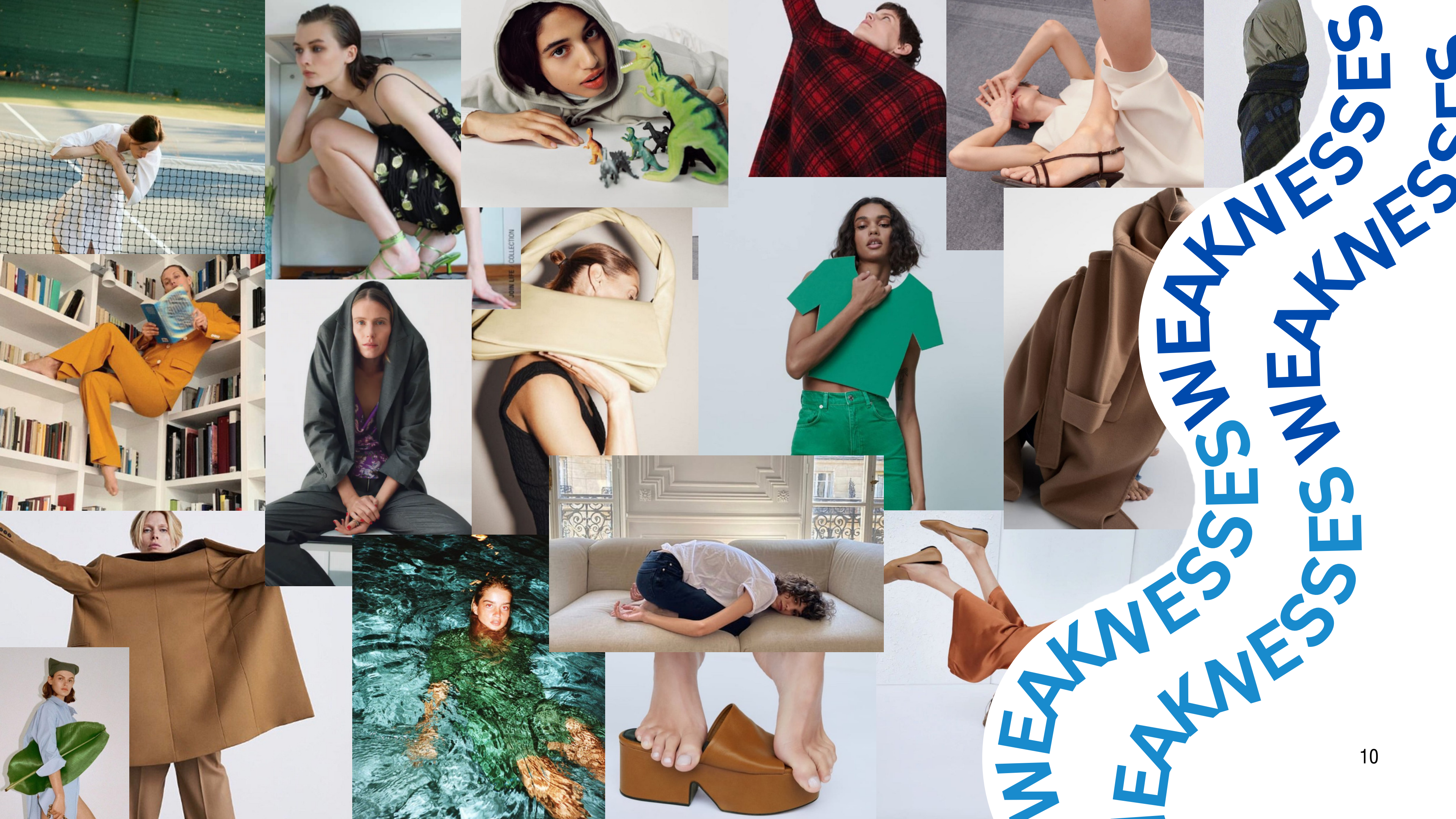
CONTRAST STONE RING
22.90 USD

ADD TO CART

ZARA

WEAKNESSES





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YOU MAY ALSO LIKE



HIGH HEEL LEATHER SANDALS ●+2 69.90 USD



SLINGBACK HEELED LEATHE... ●+1 69.90 USD



SLINGBACK HEELED LEATHE... ●+1 69.90 USD



HIGH HEEL LEATHER SANDALS ●+2 69.90 USD

SIGN UP FOR OUR NEWSLETTER

ENTER YOUR EMAIL HERE

ZARA

OPPORTUNITIES



+

JOIN LIFE / COLLECTION

CHOKER KNIT SWEATER
49.90 USD



+

JOIN LIFE / COLLECTION

RIPPED CROPPED KNIT SWEATER
49.90 USD



+

MIXED STRAIGHT KNIT DRESS
69.90 USD

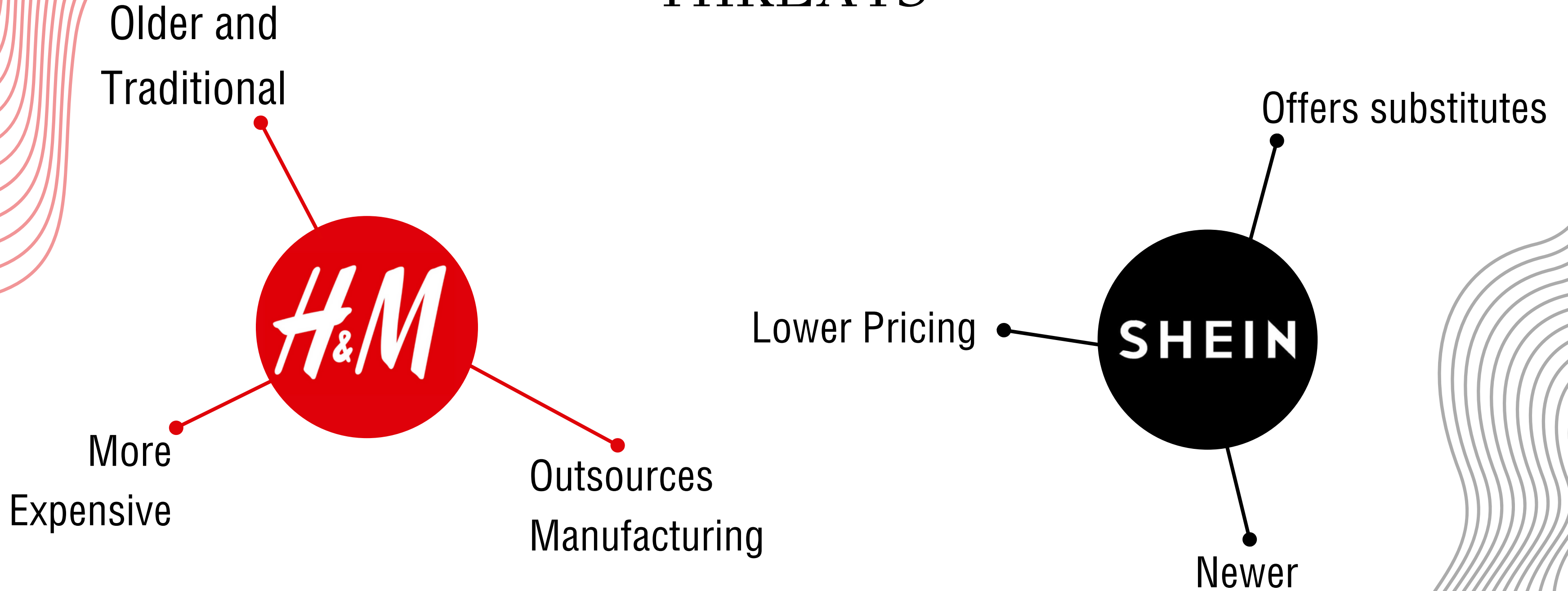


+

MULTI-COLORED KNIT SWEATER
49.90 USD



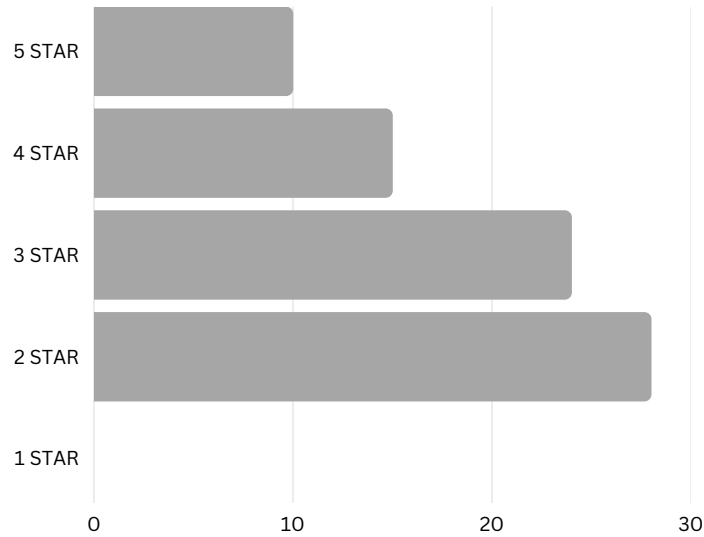
ZARA THREATS



ZARA

RECCOMENDATIONS

CUSTOMER REVIEWS



ITEM RUNS: SMALL



INFLUENCER STOREFRONTS



LINEN PALAZZO PANTS

Palazzo pants made of linen. Mid rise and adjustable elastic drawstring waistband. Hidden in-seam side pockets. Front pleat detail. Wide leg.

ORANGE | 4043/245

69.90 USD

XS
S
M
L
XL
XXL

This item runs large.

FIND YOUR SIZE [SIZE GUIDE](#)

ADD TO CART

CHECK IN-STORE AVAILABILITY
SHIPPING, EXCHANGES AND RETURNS



LEATHER JACKET

Leather jacket with lapel collar, long sleeves, and epaulettes. Front metal zip pockets. Self-belt with metal buckle. Front metal zip closure.

BLACK | 5479/800

169.00 USD

XS
S
M
L
XL
XXL

This item runs small.

FIND YOUR SIZE [SIZE GUIDE](#)

ADD TO CART

CHECK IN-STORE AVAILABILITY
SHIPPING, EXCHANGES AND RETURNS



SHIPPING > PAYMENT > **SUMMARY**


SHIPPING

Standard home delivery - FREE - Wednesday 28, September

- BACKGROUND
- WEB STRATEGY
- SWOT
- RECCOMENDATIONS

[Change address](#)

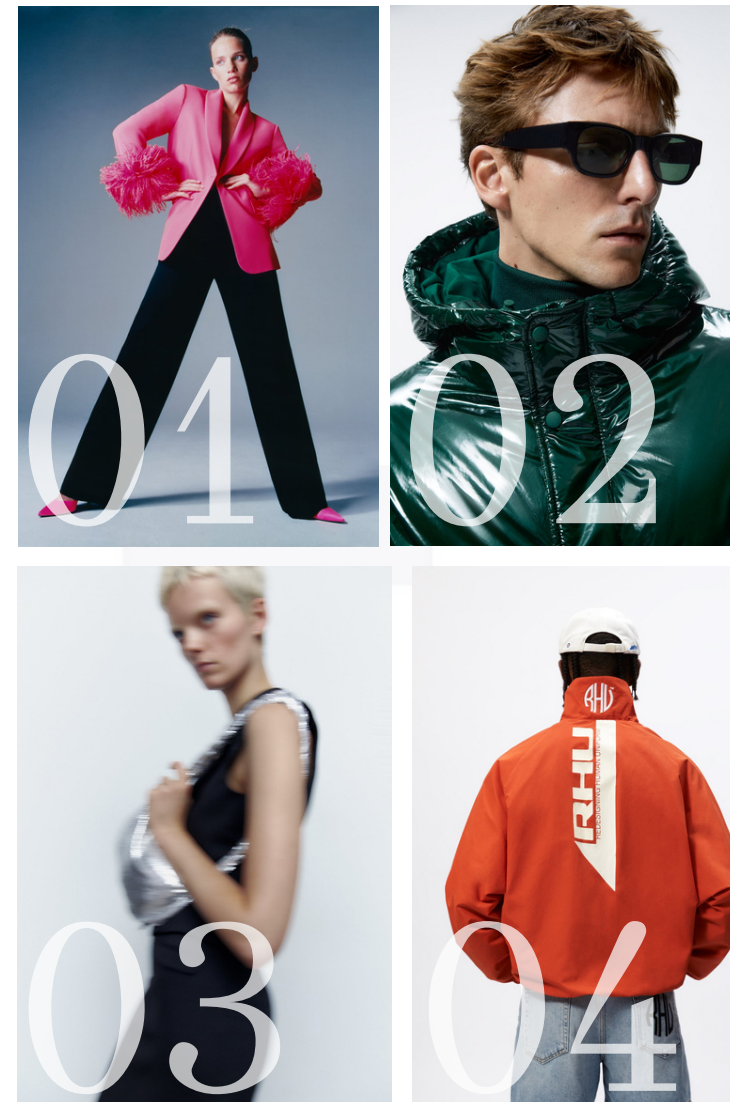
PAYMENT

 RYAN FITZSIMMONS

[Change payment](#)

DELIVERY

4 items



I have read and accept the [Purchase Conditions](#) and understand the [Privacy and Cookies Policy](#).

GO BACK

TOTAL 14.00 USD ☺
* Including VAT

AUTHORISE PAYMENT

ZARA

Thank you

ORDER NO MKT_2290_100

DO YOU HAVE ANY QUESTIONS?

[TRACK YOUR ORDER HERE](#)

Delivery

WEDNESDAY 28, SEPTEMBER

Works Cited

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