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Researched Brand: Zara
Competitor Name: H&M

1. **Bell Approach:**

Look: Zara and H&M's floor plan.

Compare: H&M's floor plan is more clustered with different types and many pieces of clothing in stock. H&M is also very colorful with casual clothing on one side and formal on the other. H&M seems more like everyday wear. While Zara on the other hand is more neutral with their color scheme and the floor plan is very structured and is set up with limited clothing in stock. Zara has more formal clothing which targets working women. H&M stores have a warmer and friendly appeal as opposed to Zara's sharp and professional appearance.

Improve: H&M's clothes are too clustered together and I think the floor plan should be more organized with more space between the aisles and the clothes should be color coded so customers can mix and match clothes easily instead of looking all over the place. Zara should bring back the styles that are desired by customers and stock up on them. Zara's stores could be more appealing by providing a warmer and inviting atmosphere.

2. **Retail Selling Methods:**

Zara

- Business women are the main target
- Imitate designer brands

- Limited number of designs in stock
- Cool ambience that's given off in-store. This is achieved through dim lighting and club music played

H&M

- Younger target market but also professional clothing
- Imitate Zara's styles / designs and add a younger twist to it
- Urban casualwear
- Unlimited number of designs in stock
- Warmer setting and more family oriented
- Brighter and more variance of colors offered (comparing both companies Instagram pages)

3. Which brand has the strongest selling strategy within their market segmentation and why?

Understanding what customers want to experience in shopping, not just buy products, Zara has the strongest selling strategy within their market segmentation. Zara has limited stores across the globe which makes their products available in the market and uses strategies to satisfy the changing needs of customers. Also, they provide designer label trends at a comparatively low cost at very high speeds. Each time you walk into a Zara, you will barely find the apparel items you saw the time before. In addition to which, due to its association with professional, classy working class clothing, it gives it a higher status in the minds of consumers as opposed to H&M which is more laid back and casual. Customers get runway inspired clothing at a fraction of the price.