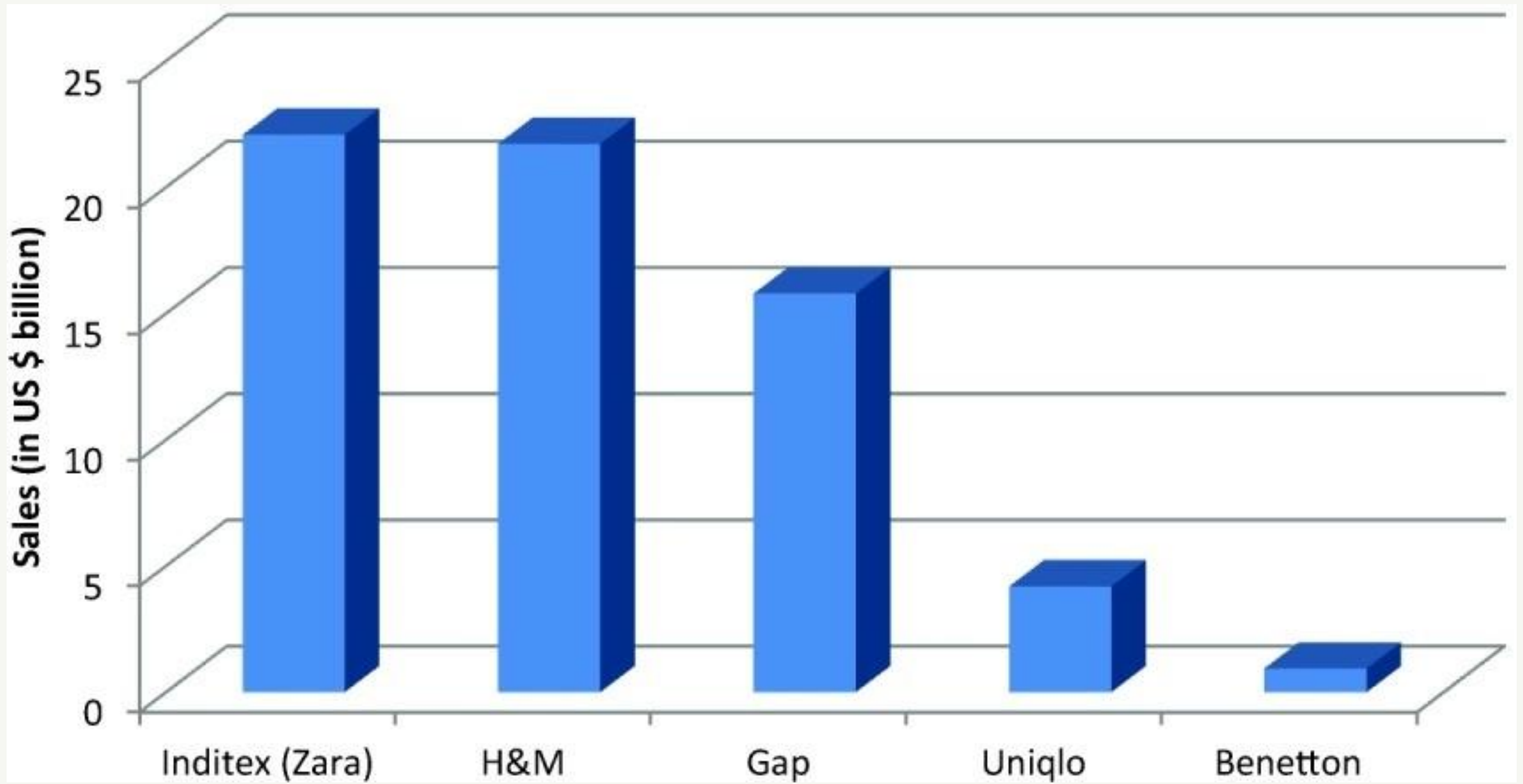


**UNI
QLO**

ZARA



The ZARA logo is displayed in a black serif font on a white background, enclosed within a black rounded square frame.

Foundation: 1975

Legal form: Limited company

Founders: Amancio Ortega & Rosalía Mera

General director: Ivana Bolta

Parent company: INDITEX

Head office: Arteixo, Spain

Industry: Fashion retailer (No 1)

Revenue: €13,79 billion in 2011

Global presence: Present in 85 countries

Employees worldwide: over 7000

Stores worldwide: 1 671 in 2011

Website: www.zara.com

The UNIQLO logo consists of the word 'UNI' stacked above 'QLO' in a white, bold, sans-serif font, set against a red background within a black rounded square frame.

Foundation: 1984 (as its current form)

Legal form: Limited company

Founders: Tadashi Yanai

General director: Tadashi Yanai

Parent company: FAST RETAILING CO., LTD

Head office: Yamaguchi, Japan

Industry: Fashion retailer

Revenue: \$8,7 billion in 2011

Global presence: Present in 13 countries

Employees worldwide: 16 000

Stores worldwide: 1 024 in 2011

Website: www.uniqlo.com

Brand	Distribution Channel	Mission	Points of Parity (POP)	Points of Difference (POD)
	<ul style="list-style-type: none"> - Retail shops - Online shopping 	<p>“Zara walks at the pace of society dressing ideas, trends and tastes that society itself has matured”</p>	<ul style="list-style-type: none"> - Fast apparel distribution - Retail clothing stores - Online shopping 	<ul style="list-style-type: none"> - Latest fashion trends - Strong stores presence worldwide: 1671 stores in 85 countries
	<ul style="list-style-type: none"> - Retail shops - Online shopping (only in Japan for now) 	<p>“Our mission is to provide casual clothes for all kinds of people”</p>	<ul style="list-style-type: none"> - Fast apparel distribution - Retail clothing stores 	<ul style="list-style-type: none"> - Core products: basics - Lower price than ZARA - Good value product - Technique: innovation

Expansion

U

DEPTH

How to expand

WIDTH

Z

“BASIC” market is big enough in a single country. Hits key markets dominantly (Japan, China, Korea etc) by manufacturing in low cost countries.

“TRENDY FASHION” market for working woman is limited. Sells around the world (88 countries in 2014) while manufacturing in proximity to Spain(HQ)



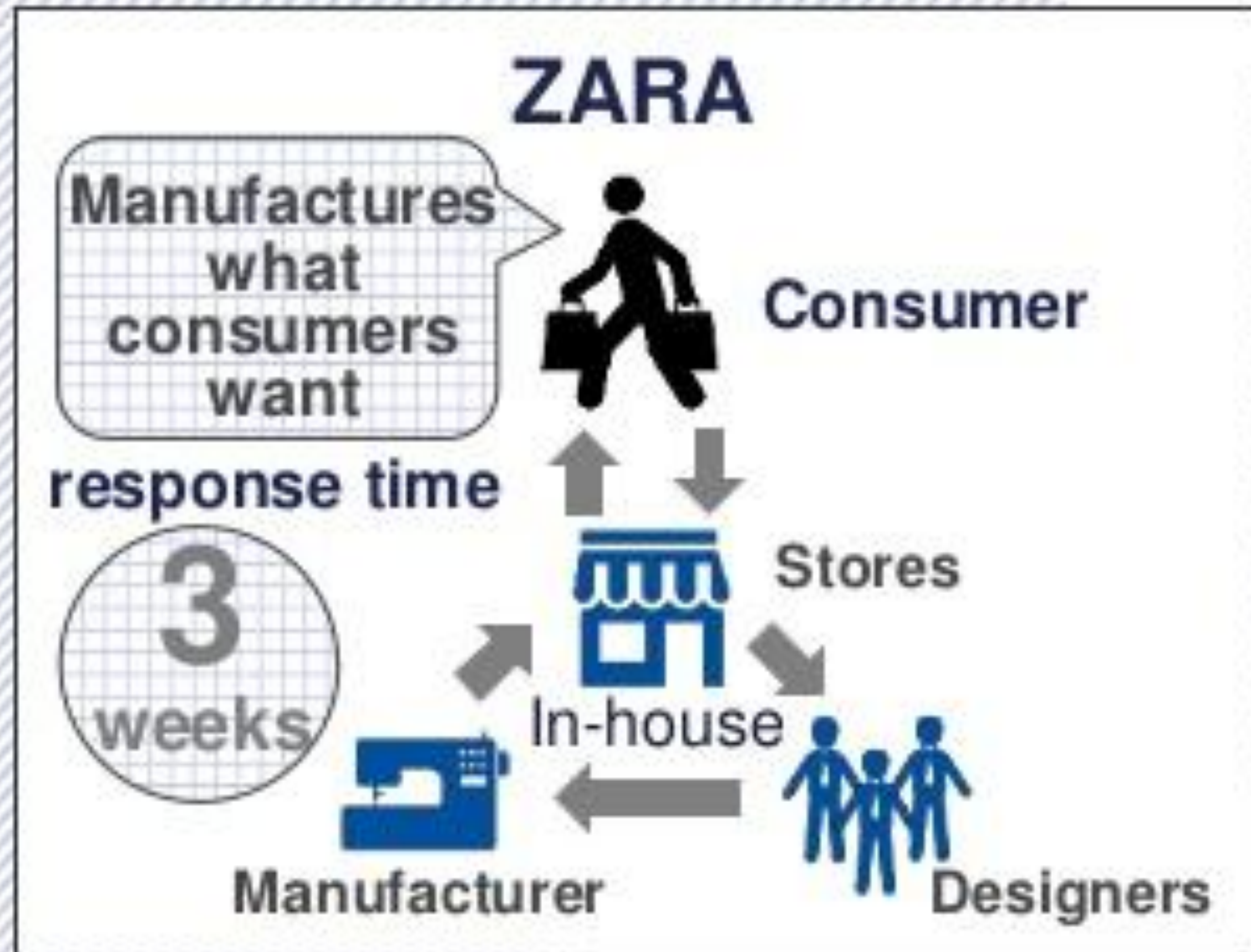
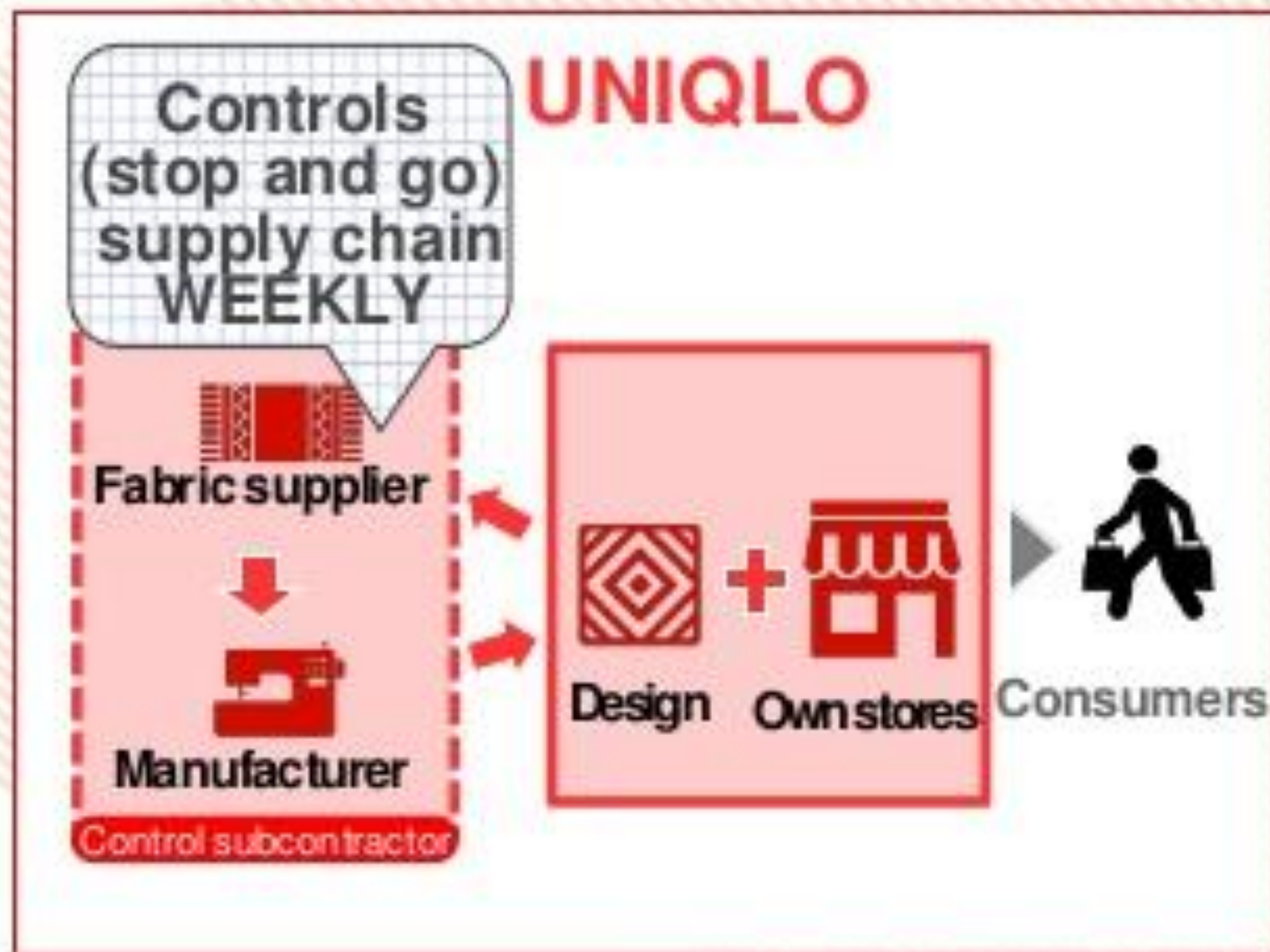
How they changed the game?

U

Sell all the products manufactured by **PRICE CONTROL** through out the season

Manufacture **SMALL BATCH** and **RESPONSE QUICKLY** to what consumers want

Z



+ FILTERS





SATIN STRAPPY MID-HEEL SANDALS

29.99 GBP



