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Introduction:

Zara is considered a pioneer of the **fast-fashion industry** and they offer trendy clothes to people at affordable prices. This company operates in over 96 countries and globally they have 1811 stores. They have a dense attendance in the Middle East and Africa as well (Statista, 2025). The mission statement of this company is to give consumers what they want and provide them with faster delivery. Furthermore, the vision of this company is to subsidise to the sustainable development of society and that of the environment with which they interact (MartinRoll, 2021). In the year 2024, Generated revenue of ZARA in the UK was \$28 billion euros (Statista, 2025).

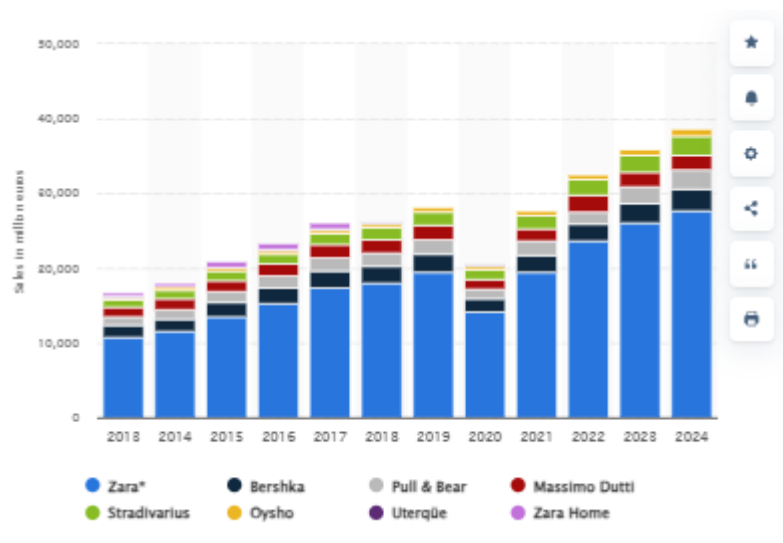


Fig1: Generated revenue of ZARA

(Source: Statista, 2025)

In The UK, ZARA offers several ranges of products to the consumers such as jeans, shirts, knitwear, belts, jewellery and perfumes etc. (Zara, 2025). According to a Statista report 86% of people prefer Zara's products and 25% of UK Fashion online shoppers say they like this brand (Bashir, 2025).

The aim of this assignment is to select real organisations and launch their new products. Thus, in this assignment, Zara is chosen and they are going to launch men's grooming products such as face wash, moisturizer, pomade, wax etc.

Brand extensions

Description of the proposed new brand Extension:

According to Deng and Messinger (2022) brand extensions can involve creating a new product line within the same category. This assignment focuses on the ZARA company and how Zara could launch a line of essential men's grooming products such as skincare (Face wash, moisturizer), and hairstyle products which include pomade, wax etc. New brand extensions help companies attract new consumers to the brand by demonstrating its versatility and ability to innovate (Su et al., 2021).

Description on adding value to the brand and fills a market gap and market position:

The core values of this company are consumer-centricity, functionality, sustainability etc. (MartinRoll, 2021). Therefore, the proposed brand extension will focus on all the above values which meet the company's core values. Thus, it is proposed to Zara that their extended product will be made of sustainable materials and the product will be packaged by sustainable materials. It will help ZARA to maintain the company's core value through which they can hold their positive image in the market.

In the case of the **market position**, **Zara** is known as a prominent company in the UK's fashion retail market. 55 % of the UK people recognise the ZARA brand and 14% of the people are loyal to the brand (Bashir, 2025). In the UK top fashion retailers are H&M, Primark, Next etc (Bashir, 2025). In the year 2023, the revenue of Zara was \$28 billion in the UK where M&S generated revenue was 17.5 billion SEK and the Annual turnover of Primark was \$9.4 billion (Statista, 2024). Therefore, it can be considered that by maintaining the core values in the brand extension Zara will hold the top market position in the UK market from their competitors. It will help them to grab the market position strongly, and enhance their profit margin and brand image across the people.

Adding value to the brand and fills the market gaps or meets the market needs.

In the UK, 870 thousand men are active in skin care and the generated profits of the cosmetic production in the UK in the year 2024 was \$2.9 billion (Statista, 2024). Thus, it will add positive value to ZARA by generating sales revenue. Furthermore, in the UK, 35% of men are seeking sustainable skin care products (Shah, 2025). Therefore, the proposed brand extension of Zara will meet consumer needs and add value to the brand such as consumer-centricity, and sustainable practices.

STP analysis for the New Brand Extension:

Segmentation:

Demographic:

It is observed that, in the UK younger men particularly millennials and Gen Z are more likely to embrace skincare routines and invest money in skin care products (Intel, 2013). Furthermore, UK males aged between 25 to 34 heavily use skin care products (Intel, 2013).

According to Yoseph et al., (2020) Demographic segmentation permits businesses to comprehend and identify the shoppers' preferences and their needs. It also identifies the consumers' purchasing behaviours. Demographic segmentation helps companies enhance the brand loyalty of consumers and enhance the consumer engagement rate (Hafez, 2023). Therefore, the proper demographic analysis will be suitable for Zara to understand consumer behaviour through which they easily meet consumer pain points and attract them towards the brand.

Psychographic:

As per the Statista report, 80% of UK male buyers were keen to pay at least 10% more for sustainable skin care products (Davies, 2025). Therefore, sustainability is the first priority of UK users. 52% of UK male consumers show interest in skin care products. Therefore, the interest rate in skincare for UK males is increasing.

Psychographic segmentation enables businesses to recognise and target particular consumer segments which are based on common values and interests. It allows businesses for more effective targeting and personalised messaging through which companies can easily meet the consumers' needs and values. Therefore, psychographics helps companies build stronger brand loyalty and enhance consumer retention (Wardana et al., 2023). By implementing psychographic segmentations, Zara can easily provide a personalised message to a specific age group. It helps companies to grab their attention to make purchase decisions.

Behavioural:

In the UK, 67% of male buyers are faithful to their brand compared to 59% of women. Hence, brand faithfulness of UK male buyers is high. In the UK 23% of male consumers repeatedly purchase their skincare products every six months (Shah, 2025).

According to Badgujar (2023), Behavioural Segmentation allows businesses to understand which things actually motivate consumers to make purchase decisions. By

understanding the consumers' needs and preferences, the company can make more relevant products for the consumers. It enhances the consumers' satisfaction rate and increases the profit margin of the company.

Therefore, it is proposed to the ZARA that they should implement proper behavioural segmentations through which they identify the consumer's purchasing patterns provide accurate products to the customers and meet the consumer satisfaction rate.

Geographic:

Manchester City is a popular city in the UK where male consumers have shown interest in the skin care product (Global Data, 2022). Geographic segmentation helps businesses identify the potential consumers for which companies can avoid wasting their resources on their campaigns (Lubis and Muniapan, 2024). Therefore, proper geographic segmentations will help ZARA to understand the consumers' specific needs through which Zara can meet the consumers' preferences which leads to improving the brand image of the firm.

Targeting:

UK's male consumers, particularly those whose age is between 25 to 34 are more likely to purchase skin care products (Mintel, 2013). Thus, it is proposed to Zara that they should target those age groups because by targeting this age group Zara can enhance their profit margin and get a potential consumer base. This is because, in the UK, 67% of male consumers are loyal to their brand through which companies make repeat purchase decisions of consumers (Shah, 2025). It helps ZARA to enhance its profit margin and brand image across the people. Zara can implement a **Niche marketing strategy** because by using this strategy they can target specific age groups in a short time period which helps them in higher consumer engagements and potentially higher return on investment (Akbar et al., 2017).

Positioning:

The top challengers of Zara are H&M, Asos and Uniqlo and Mango etc (Martinroll, 2025).



From the above positioning map, it is observed that the top rivals of Zara are H&M and Asos which lie in a high-price and high-quality quadrant. Zara belongs to the high-quality and low price quadrant. Therefore, by providing high quality skin care products at low price, Zara can get competitive advantages such as enhanced profit margin, enhanced consumer engagements etc. As competitors of Zara don't offer any men skincare range, then they will get extra benefit than its competitors.

Position statement: For individuals looking for high-quality skin care products, Zara is a brand which provides a wide range of skincare products that delivers several options such as face wash, moisturizer, pomade etc. so that consumers can enjoy by grabbing zara male grooming products and make a positive difference in their skin care products because Zara will intensely focus on the sustainable practices during the product manufacture.

Consumer personal Profile:

Demographic	Age	Rohan is a 26 year old boy.
	Gender	Male
	Income	The total income of Rohan is \$80.
	Occupation	He is a college student and works at a hotel as a part-time job.
	Education	Pursuing a master of business administration in the final year.
Psychographic	Values	Rohan prioritises natural skin care products with low prices.
	Attitudes	In the UK, 52% of the men are actively buying their skin care products and day after day usage of skin care products among men has enhanced (Intel, 2024). Rohan also has a positive attitude towards buying skin care products as he believes skincare is a form of self-love and empowerment.
	Lifestyle	Rohan prioritises skin care

		as he prefers to look better across people and enjoys staying trendy.
	Buying Behaviour	Rohan is a loyal consumer and he buys skin care products every 6 months. He will to pay for high-quality skincare products.
	Aspiration	UK men heavily use skin care products to maintain their skin. Thus, Rohan aspires to use skin care products for glowing and healthy skin.

Marketing Mix strategy:

Product:

Core:

52% of men in the UK are increasingly seeking sustainable skin care products and they prioritise ethical and environmental choices (Intel, 2024). Furthermore, 40% of UK male consumers want skin care products that cater to all skin types and they prefer natural and organic ingredients (Retail Asia, 2025).

Actual:

ZARA will use sustainable materials for Men grooming products which are cruelty-free and will use natural ingredients.

Augmented:

For the proposed brand extension they will provide product exchange offers within 30 days and they will provide 24*7 days services to the consumer through which people can provide feedback on the official website of the ZARA. Along with the services they will provide return facilities.

Price:

Zara is generally considered to offer affordable fashion in the UK (Kenjale and Vidhu, 2025). Thus, for the proposed brand extension, they will implement a **cost-plus pricing strategy** because this pricing strategy calculates the initial cost of manufacturing a product and adds a profit margin (BDC, 2025). Therefore, by implementing the pricing strategy, Zara can attract more consumers in a short time period and grab the market positions. Furthermore, for the proposed brand extensions this pricing strategy will be the best option for the company because, in the UK, 52% of the men prefer low-priced skin care products (Intel, 2024).

Promotion:

Digital marketing shows a crucial role in promoting different brands' products across the people. In the UK, 60% of businesses are using digital marketing such as Email marketing, social media marketing, and affiliate marketing (Statista, 2023). By using digital marketing, UK skincare companies promote their products across the UK. Furthermore, in the UK 79% of the men are actively using social media platforms to buy their skin care products (McNamee, 2025). Thus, it can be proposed to the ZARA that they can post advertisements related to their men's grooming products on social media platforms such as Facebook, Instagram, etc. through which they can grab the attention of male consumers and increase engagement rate. In the case of offline advertisement, Zara uses billboard advertisements and for the brand extension, they will also use TV ads, newspapers magazines etc.

Place:

E-commerce platforms play an essential role for an organisation because they help companies to reach wider audiences and enhance consumer engagement. Furthermore, it helps brands to enhance their sales revenue (Purnomo, 2023). In the case of Zara, to sell their products they use e-commerce platforms. Furthermore, it is observed that, in the UK 63% of the men prefer to visit the firm's official website to purchase their products (PWC, 2025). Thus, for the new brand extensions, they will focus on their e-commerce site to sell their products to the people. Besides the e-commerce site, they will sell their products in physical stores. In the UK, 35% of men generally prefer offline shopping rather than online (Fernandes, 2024). Thus, the proposed brand extensions will focus on both e-commerce platforms and physical stores too for grabbing consumer attention.

People:

In a business success, people play an essential role. This is because, it includes employees, consumers etc. Employees are considered the backbone of the business operations and represent the company's products to the consumers. Thus, a training program is essential for the employees for a better accepting of the product's features, functionality etc (Mital et al., 2014). Thus, for the brand extension, Zara should provide several training programs to their employees. It supports employees to answer the buyer's query for which staff can easily convince consumers to make purchasing decisions.

Process:

Zara's product manufacturing process is characterised by its rapid production speed and vertical integration. For the brand extension, they will invest their money in RFID technology through which they can easily monitor their inventory resources and logistics (Oliveira, 2015).

Physical Evidence:

It is proposed to Zara that for the brand extension, they should use recycled cardboard for packaging and they are phasing out single-use plastic. Furthermore, for the men's grooming products, they will use recyclable and attractive packaging designs. This is because attractive packaging design can easily grab the consumer's attention which helps Zara to sell their products across the people (Smith, 2024). They should make user-friendly websites through which consumers can easily navigate their websites and easily identify the products' information. It helps Zara to enhance their consumer experience on online platforms. Furthermore, they should well decorate their physical store which includes creating eye-catching creative window displays, floor planning for product positioning etc. By decorating their physical store they can easily attract the consumers towards the brand and make purchase decisions.

Conclusion:

Zara is known as a pioneer of the fast-fashion industry and they offer trendy clothes to people at affordable prices. It is proposed to Zara that they will extend their brand by launching men's grooming products such as face wash, moisturiser, pomade, wax etc. through which they increase their market share. For the brand extensions, they will focus on consumer centricity, functionality, sustainability etc. Hence, it can be considered that by maintaining the core values in the brand extension Zara will hold

the top market position in the UK market from their competitors. Furthermore, men's grooming products will have cruelty-free and natural ingredients. With the help of the social media platforms, Zara promotes their products' features in front of the consumers which helps them to enhance the consumer base.

For the brand extensions, Zara should use natural plant-based ingredients such as shea butter, jojoba oil etc. and green tea extract which can protect the individual skin from environmental damage and offer anti-inflammatory benefits (Di Sotto et al., 2022). Furthermore, they should use AI technology in their production process to check the products' quality. It helps them to optimise resource allocations and energy consumption (Waltersmann et al., 2021).

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