

Abstract

The Bachelor thesis „The Marketing Communication Analysis of Zara Fashion Brand“ describes and analyses each part of the circular business model and alternative access to the marketing communication. The implementation of these two strategic approaches ensures Zara the position of one the fast fashion market’s leaders.

The first part of the thesis deals with the description of Zara from its history to the present and then with the description of each parts of the business model right from design, manufacturing to the final phase of distribution to the shops. The second part of the thesis highlights the analysis of Zara’s marketing communication strategy. The primary channels are retailing units which are explained more in detail in the chapter 6.2. The secondary channels namely the new media which are widely described in the chapter 6.3.

The conclusion of the thesis sums up the final analysis and offers recommendations on how to improve the marketing communication of the brand considering the potential threats.