



SARTORIAL SPORT: ZARA KIDS SS24 RANGE

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CURRENT RANGE ANALYSIS

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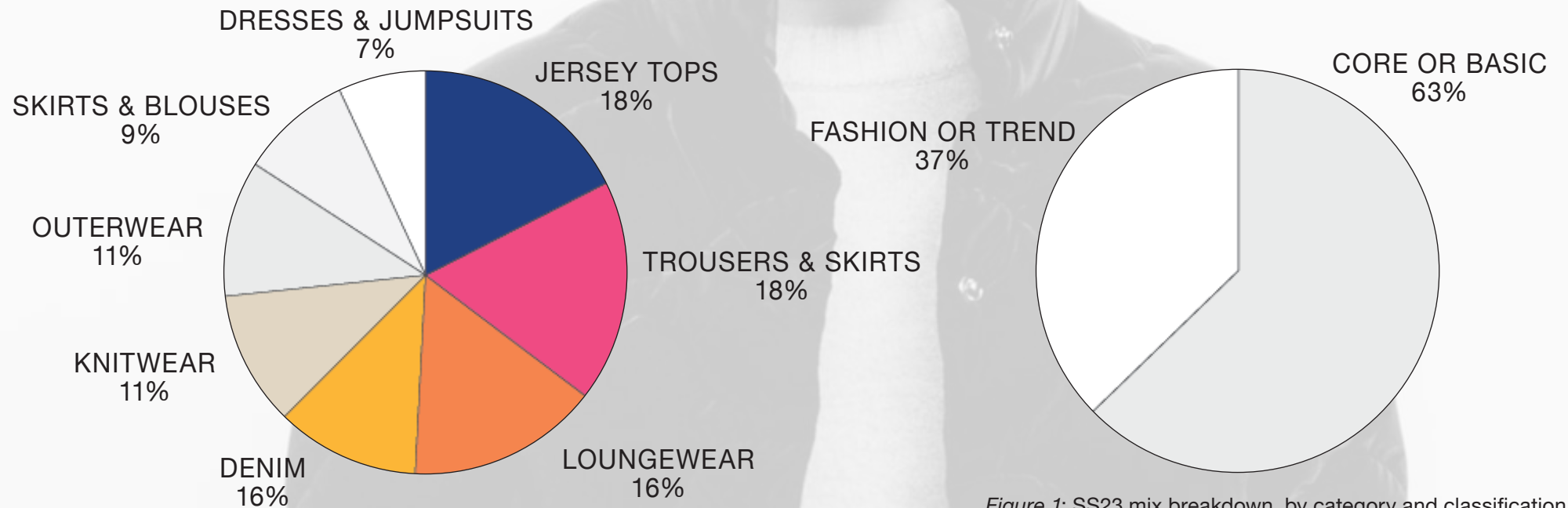


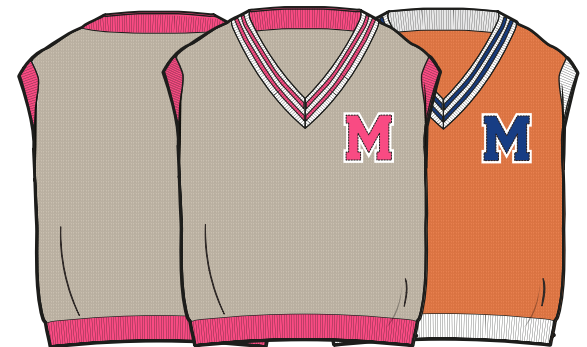
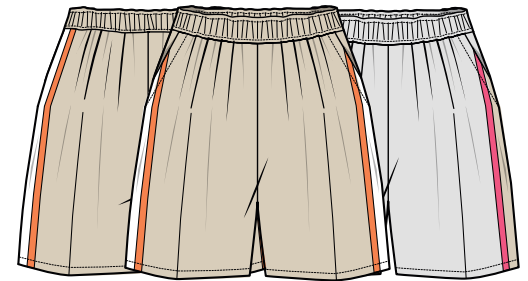
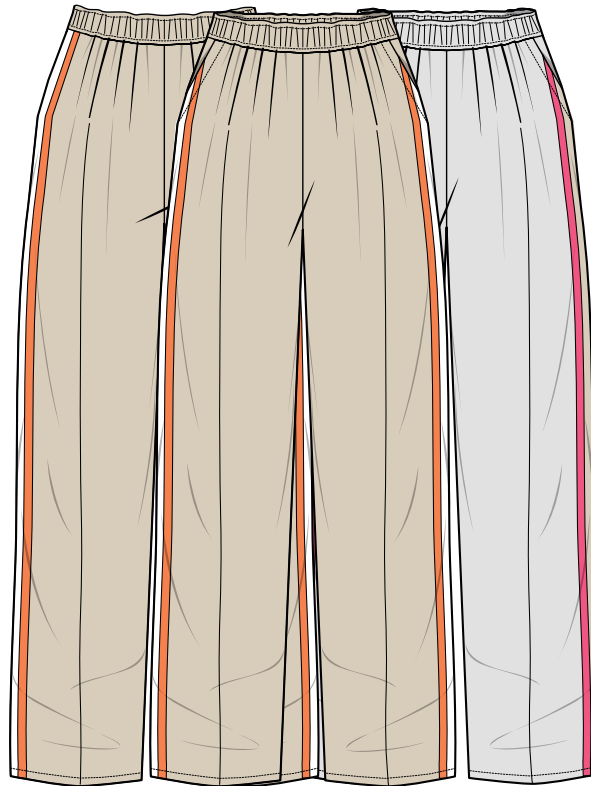
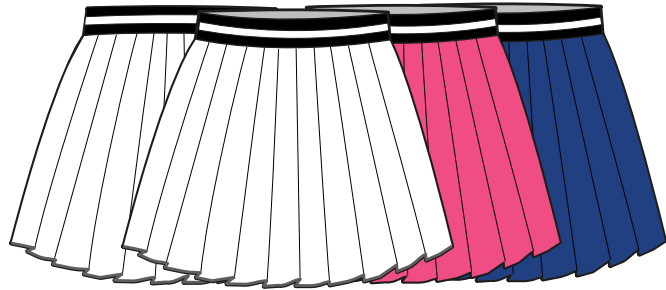
Figure 1: SS23 mix breakdown, by category and classification (Source: Anson, Zara, Manchester (2023))

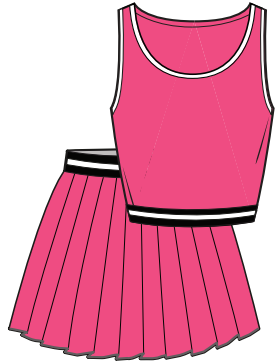


Figure 2: SS23 pricing architecture and best sellers (Source: Anson, Zara, Manchester (2023), [adapted from] Zara, 2023:online)

RANGE OVERVIEW

2





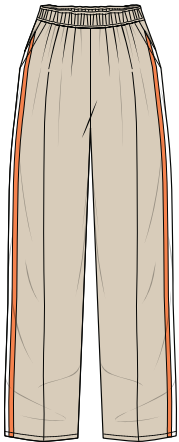
SPORT TANK/SKIRT SET
SS0001
3 OPTIONS

COST PRICE: £8.06
RETAIL PRICE: £25.99
MARGIN: 69%
CLASSIFICATION: BASIC
TOTAL BUY QUANTITY: 20,000
STORE GRADING: MID/ALL



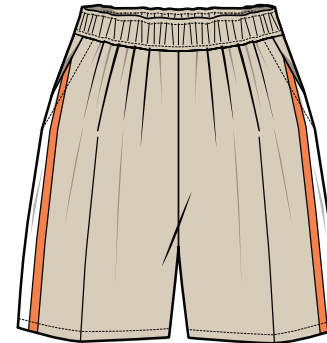
VARSITY BOMBER
SS0002
1 OPTION

COST PRICE: £12.60
RETAIL PRICE: £35.99
MARGIN: 65%
CLASSIFICATION: FASHION
TOTAL BUY QUANTITY: 5,000
STORE GRADING: MID



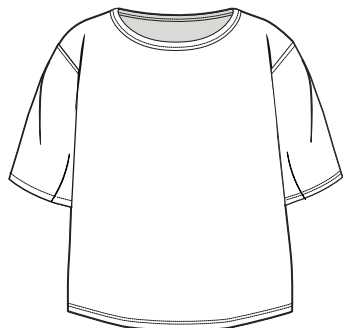
TRACK PANTS
SS0003
2 OPTIONS

COST PRICE: £8.58
RETAIL PRICE: £25.99
MARGIN: 67%
CLASSIFICATION: BASIC
TOTAL BUY QUANTITY: 10,000
STORE GRADING: MID



TRACK SHORTS
SS0004
2 OPTIONS

COST PRICE: £6.08
RETAIL PRICE: £18.99
MARGIN: 68%
CLASSIFICATION: BASIC
TOTAL BUY QUANTITY: 20,000
STORE GRADING: ALL



BASIC TEE
SS0005
4 OPTIONS

COST PRICE: £2.32
RETAIL PRICE: £7.99
MARGIN: 71%
CLASSIFICATION: BASIC/FASHION
TOTAL BUY QUANTITY: 30,000
STORE GRADING: MID/ALL



SWEATER VEST
SS0006
2 OPTIONS

COST PRICE: £6.46
RETAIL PRICE: £18.99
MARGIN: 66%
CLASSIFICATION: BASIC/FASHION
TOTAL BUY QUANTITY: 12,000
STORE GRADING: ALL/TOP

RATIONALE

4

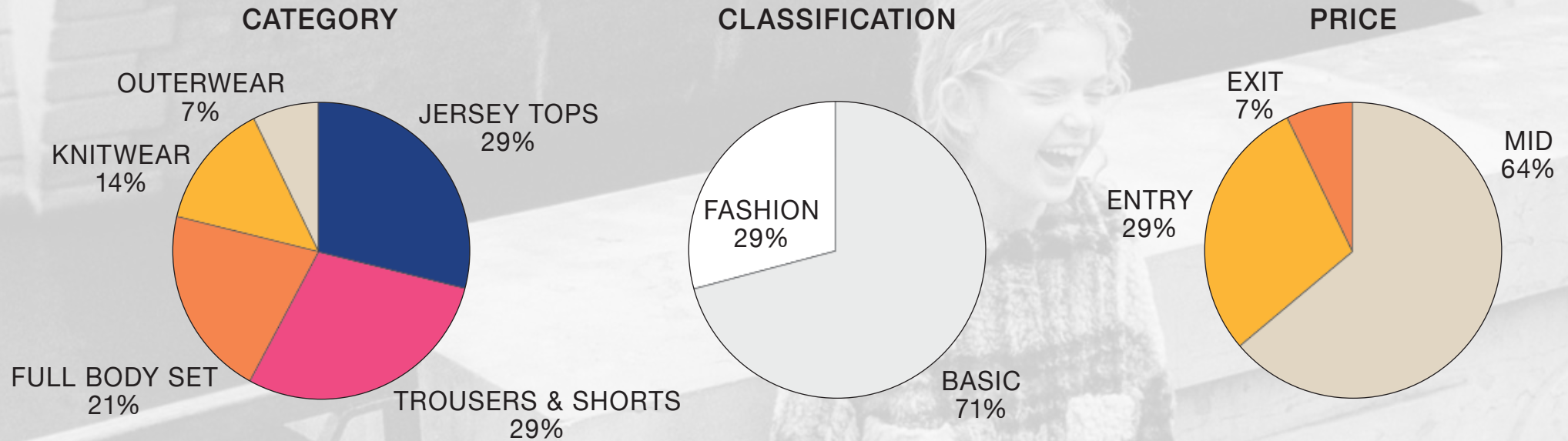


Figure 3: Zara Kids SS24 mix, by category, classification, and price
(Source: Anson, Zara, Manchester (2023))

- STYLES AND OPTIONS
- RANGE MIX
- PRICING: RETAIL PRICE, COST PRICE, MARGIN



SOURCING



COTTON



POLYESTER



ELASTANE



VISCOSE

5

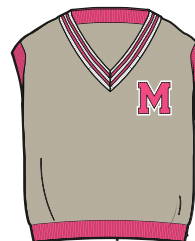
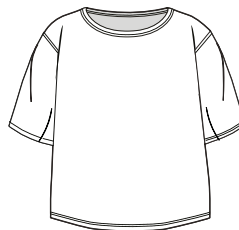
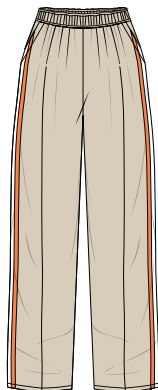
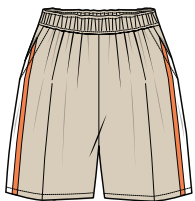


Figure 4: SS24 sourcing and fabric composition (Source: Anson, Zara, Manchester (2023))

TRADING PLAN

- WEATHER PATTERNS
- SCHOOL TERMS
- SUB-SEASONS

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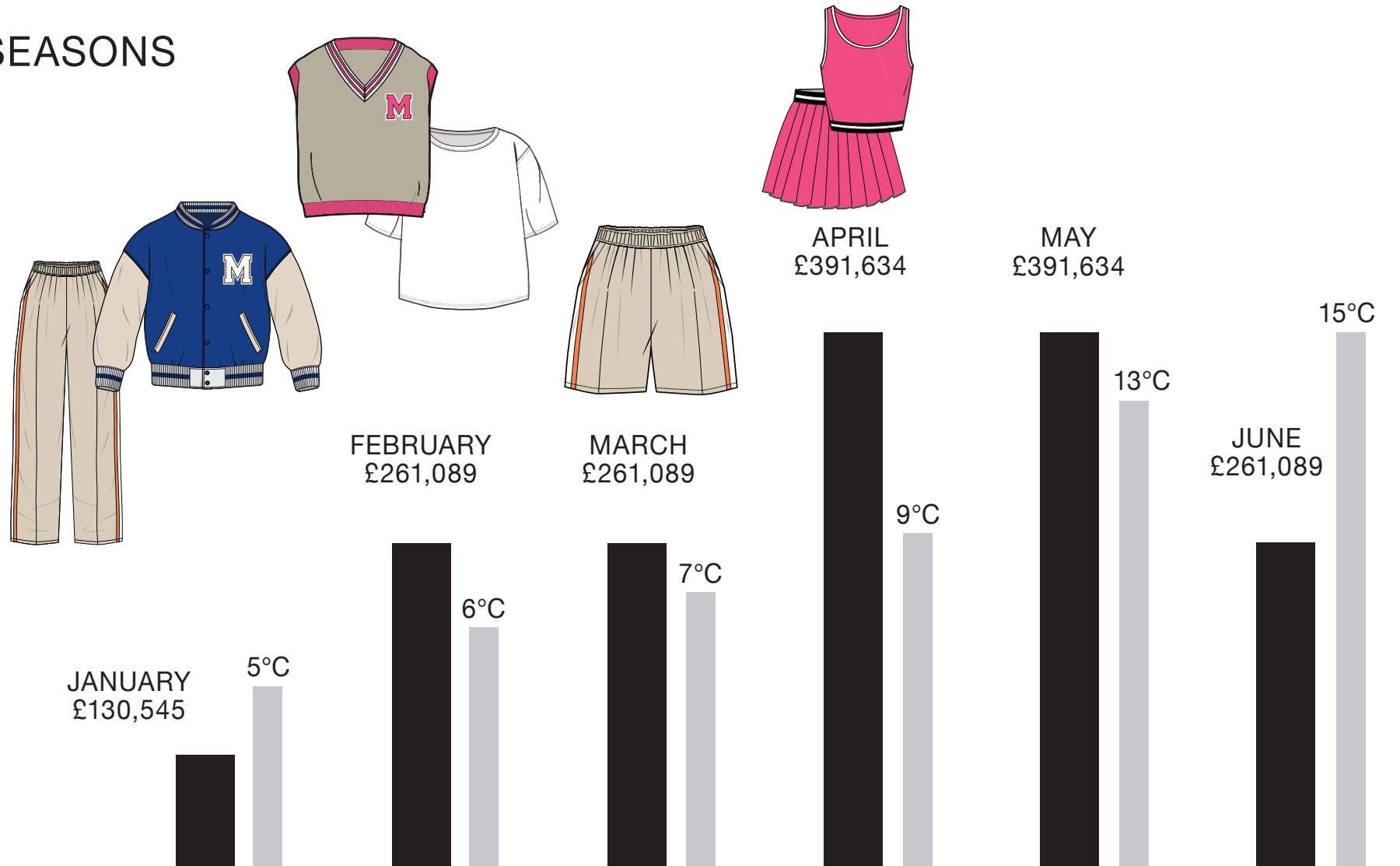


Figure 5: Trading plan for SS24, in £, and average monthly temperature, °C (Source: Anson, Zara, Manchester (2023), and [adapted from] Statista, 2023:online)

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Photo from Zara NZ (2022)