



A Study on Marketing Strategy of Zudio

¹Shivam Pandey, ²Priyanka Raj, ³Shruti Modi, ⁴Sajal Kurariya, ⁵Aman Patel

¹Aditya Institute of Management, Email Id: shivampandevriimpune@gmail.com Phone No-7021337026

²Email Id: priyankaraj.riimpune@gmail.com, ³Email Id: shrutimodi.riimpune@gmail.com,

⁴Email Id: sajalkurariya.riimpune@gmail.com, ⁵Email Id: amanpatel.riimpune@gmail.com

ABSTRACT

This study provides a thorough investigation of the marketing tactics used by well-known retail business Zudio to achieve outstanding success in the fiercely competitive fashion sector. Zudio's branding, customer engagement, pricing, and digital marketing methods are highlighted as the research looks into the foundational components of the company's marketing strategy. This study tries to identify the crucial elements influencing the brand's expansion and consumer loyalty by analyzing Zudio's marketing strategies and their effects on consumer perception and market share. The study also looks at prospective areas for Zudio's marketing approach to be enhanced and altered in order to keep its competitive edge in the constantly changing retail environment. The study's findings will offer useful perceptions of Zudio's marketing expertise as well as useful business advice.

Keywords –Customer Loyalty, Affordable price,

1. Introduction:

Trent Limited, a portmanteau of Tata Retail Enterprise, is a Mumbai-based Indian retailer that is a member of the Tata Group. Trent, a company founded in 1998, runs the Landmark bookstore chain and the retail fashion business Westside, both of which have physical sites across India. Trent was founded using the proceeds from Tata's 1998 sale of its 50% stake in the cosmetics brand Lakmé to HUL for 200 crore (US\$48.46 million). Different shares of Trent were distributed to each Lakmé stakeholder. After leading Lakmé, Simone Tata went on to lead Trent. Tata decided to sell because it thought that retail had a bigger potential for growth and that it would be much more challenging for it to grow without it. In August 2005, Trent acquired a 76% controlling stake in Land mark ,a Chennai-based privately owned books and music retailer, and completed 100% acquisition in April 2008.

2.Zudio: A Brief Overview

It is a fashion company that specializes in providing men, women, and kids with high-quality fashion products. It provides a wide variety of goods, such as footwear, western dress, ethnic wear, and so forth. In Bengaluru, Tata Trent debuted Zudio, an 8,000 square foot private label store, in September 2016. It does, however, belong to Trent Limited, a unit of Tata Group. Additionally, Trent's main office

3.Marketing Strategies:

How Zudio conquered the Indian fashion market?

Zudio Marketing Strategy

The effective supply chain and competitive pricing of Zudio significantly aided word-of-mouth advertising. But in order to increase the number of users and attract new clients, it employed the following marketing techniques:

1. Campaigns for Reasonable Prices

Zudio's main selling point is that it provides fashionable clothing at reasonable pricing. It undertakes marketing efforts emphasizing its reasonable prices to highlight this. It draws attention to the fact that buyers can enjoy reasonably priced apparel without sacrificing style.

2. Promoting the newest trends in clothing

The secret to Zudio's success is keeping up with the most recent fashion trends. Zudio used a variety of marketing methods to highlight its newest, trendiest products. for instance, social networking, marketing, and store displays. Customers are thus kept up to date on the most recent developments.

3. Retail Store Visual Merchandising

Think about a time when you visited a clothing market and entered the stores based only on the mannequins. Do you ever wonder why? These mannequins serve as the foundation of visual merchandising. In retail establishments, they act as the silent salesperson. Customers are attracted to and encouraged to make purchases through visual merchandising. For this reason, Zudio's physical stores have used a variety of striking visual merchandising displays. Why? To draw customers and attractively display.

4. Internet marketing

Digital marketing is currently at the top of the marketing food chain. Because digital marketing is affordable and successful at drawing clients, even brand-new businesses use it. Zudio made investments in a user-friendly website, an online shopping platform, and social media channels after seeing the potential of digital marketing strategies for consumer engagement, online sales growth, and brand promotion.

5. Seasonal Deals and Sales

During the holiday seasons, Zudio offers promotional events, discounts, and other unique deals much like every other fashion store. This tactic works well to draw people who shop during particular times of the year. Diwali, Navratri, the New Year, and other major holidays are some of the busiest shopping times of the year.

6. Customer Loyalty Programs, number six

Zudio might have put in place a customer loyalty program to keep clients and promote repeat business. In order to encourage repeat business, these programs frequently provide incentives like rewards, savings, or special deals.

Zudio Gift Cards powered by Qwikilver is one such instance. There were physical and digital versions of these things accessible.

4. Literature Review

Article published on the business rule and various articles on internet, journals and blogs.

Of course, the following is a succinct assessment of the literature on Zudio's marketing plan:

Researchers have recently become interested in Zudio, a retail chain known for its inexpensive apparel. The majority of studies have concentrated on its effective retail marketing techniques, the blending of digital and physical channels, competitive pricing, effective brand positioning, sustainability initiatives, and comparative evaluations with other fast-fashion firms. These analyses jointly advance our knowledge of the elements influencing Zudio's development and recognition in the fashion business.

5. Research Review

This research paper is based on secondary data .Data for research is collected from various journals, articles,magazine.

Research objective

How an organization can increase it's market share and customer base within its current target market Zudio's marketing strategy compares to its competitors in the fast fashion retail industry.

Objective would involve assessing the strengths and weaknesses of an organization.

6. Conclusion

Important details about Zudio's strategy for market positioning, revenue creation, and client interaction are revealed via the company's business model. We can determine their target market, price strategy, and potential competitive advantages through analysis.

It is a successful business strategy because it combines traditional retail with online shopping and places an emphasis on fashionable yet reasonably priced clothing. It was able to build a devoted customer base because to superior supply chain management and marketing tactics.

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