

5. Recommendations

After conducting the focus group, it can be established that a petites range in Zara would be successful from the following recommendations;

- Both participants agreed that they feel 'limited' with where they can shop, which means retail brands not catering for this market are losing out on an opportunity and therefore sales.
- Both participants agreed that they would shop in Zara if it featured a petites range - currently, they both say that trousers and jeans are too big and too long, which can make them avoid going in store for anything else.
- Both participants said they would **definitely** try the Zara petites range if it were to be launched.
- Store sizing can confuse the petite shopper. Both participants agreed that 'more exact' or tailored sizing such as the measurements of the length and waist of trousers/jeans would help in the selection process and finding the best fit e.g. 'W27 L30' rather than 'Size 6, Short length'.
- One participant said she liked Topshop due to it being the only store with garments that fit her, whilst the other participant said that she does not think much of Topshops quality, but there is not really any other options on the Highstreet for petites.
- Petite shoppers will stay loyal to brands offering garments that they know will fit their shape/height.
- They both feel that a whole petites collection should be launched to rival Topshop petites, and that it should definitely be in the same price range as Zara's main ranges.
- One participant said that she views Zara as 'sophisticated, smart' whereas Topshop she views as 'fun, young and slightly edgy'. This is one reason why they both feel Zara would be a good brand to launch a petite range - it can offer more 'sophisticated garments' compared to Topshops 'slightly grungy, edgy style.'
- Both participants agreed that it will appear as though **Zara is more 'considerate'** of their consumers body shape and height differences if a petite range were to be launched, helping the brands reputation.
- One suggestion put forward and agreed was that all garments are displayed lower in order for shorter people to reach in the visual merchandising of petite section. This would also save embarrassment - both said that they have felt embarrassed at times when they have had to ask a shop advisor to get a garment down for them because they cannot reach.

Therefore, following advice from the focus group and based on the research into Zara as a brand, the proposal will be to launch a new petites range/collection into Zara stores. Initially the collection will be jeans and trousers, and upon following success, branch out to include dresses, playsuits and perhaps smaller shoes.

(for full focus group summary, please see appendice 3)