

Case Study Zalando

All questions in this exam are based on one company, namely „Zalando SE“ (here referred to „Zalando“). Zalando is a German online mail-order company focussing on clothing, shoes and cosmetics. Zalando is listed at the German stock market and based in Berlin. The company was founded 2008, has about 16.000 employees and a yearly turnover of 7.89 billion Euro (2020). The company operates in different countries in Europe, besides Germany in e.g., Switzerland, Austria, France, Spain, Italy, Finland, Sweden and Great Britain.

Figure 1 and Figure 2 give an impression off the current marketing appearance of Zalando.

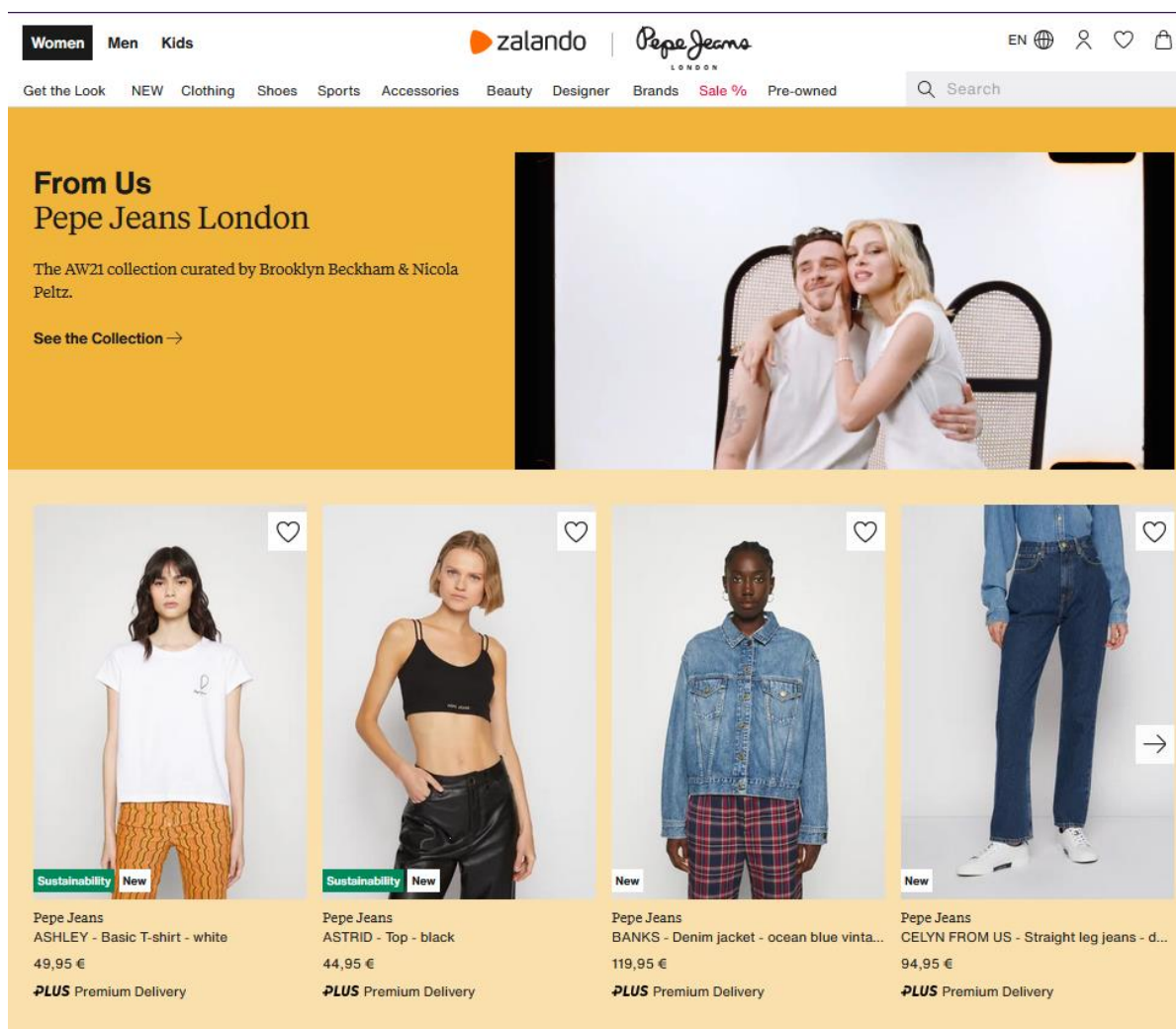
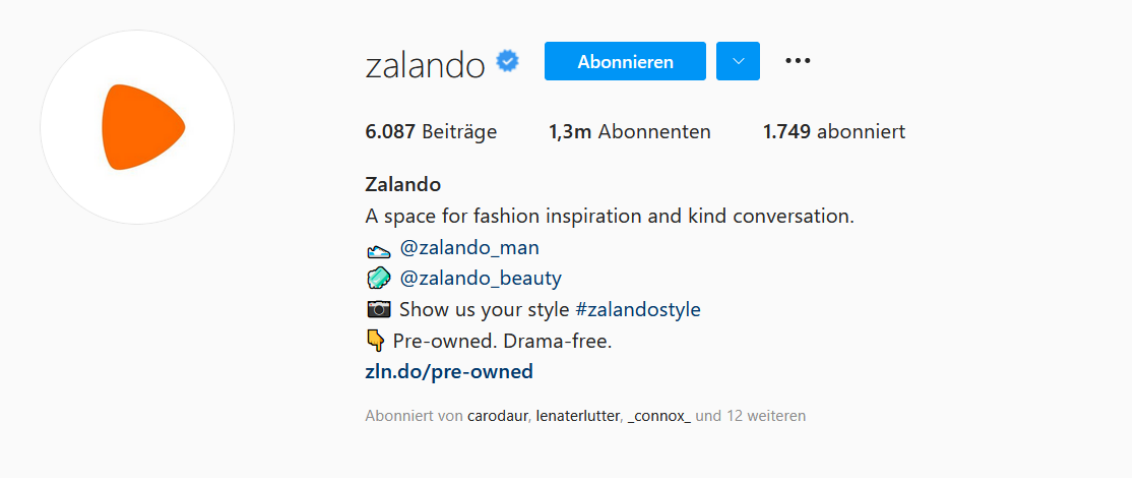









Figure 1: Zalando Homepage (retrieved from: https://en.zalando.de/women-home/?_rfl=de)



zalando  [Abonnieren](#)  

6.087 Beiträge 1,3m Abonnenten 1.749 abonniert

Zalando
A space for fashion inspiration and kind conversation.

-  @zalando_man
-  @zalando_beauty
-  Show us your style #zalandostyle
-  Pre-owned. Drama-free.

zln.do/pre-owned

Abonniert von carodaur, lenaterlutter, _connox_ und 12 weiteren

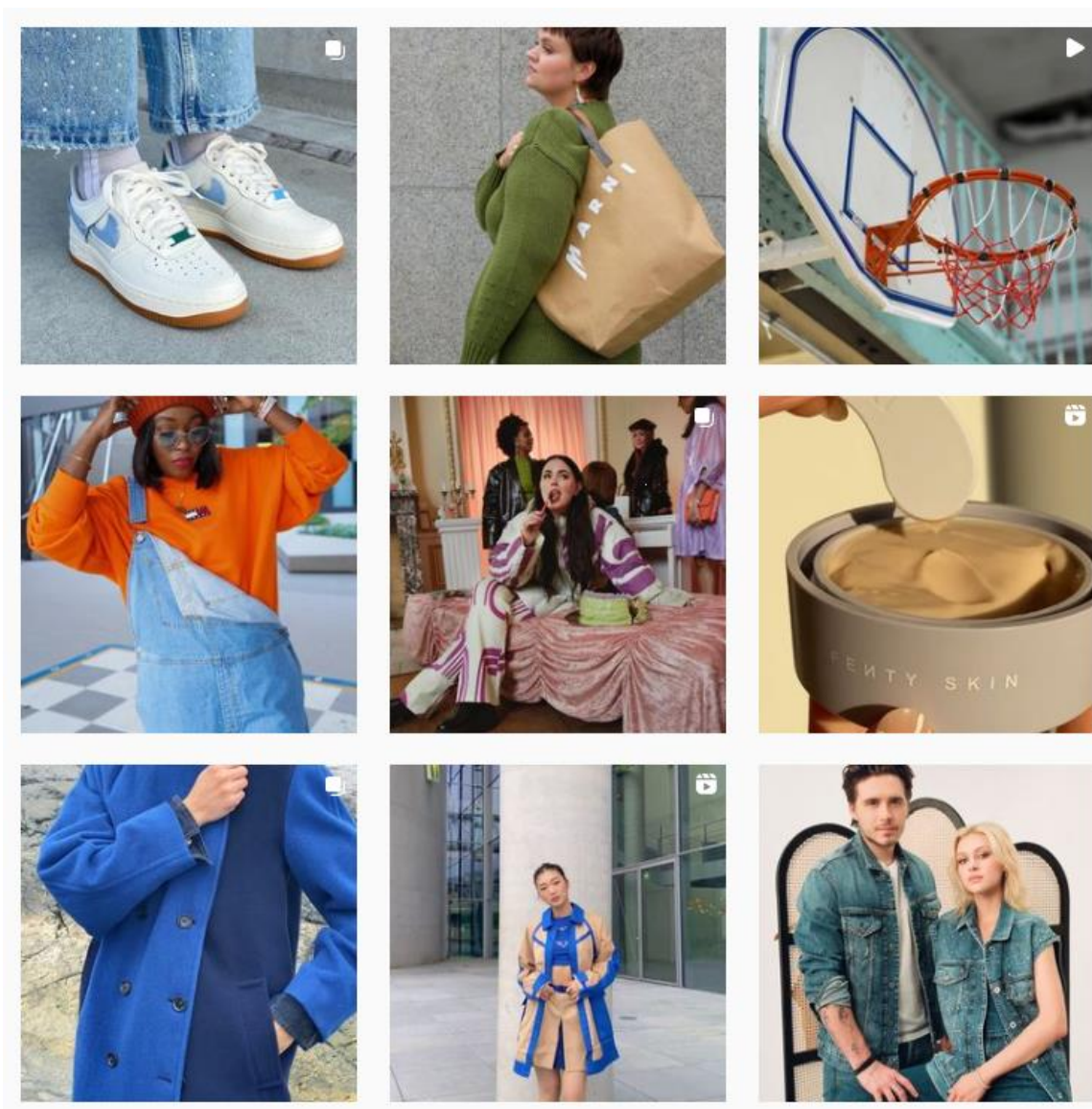


Figure 2: Zalando on Instagram (retrieved from: <https://www.instagram.com/zalando/>)

Chapter III: Situational Analysis

Task 1:

Define one current target group of Zalando based on the known four target group criteria. *(15 points)*

Chapter IV: Market Research

Task 2:

Zalando is thinking about launching a new web site design. To be able to identify the major flaws in the user experience (UE) und user interface (UI) of their current webpage they plan to conduct a market research study. Design a first draft of a possible market research study (primary research) covering the aspects „Define“ and „Design & Investigate“. *(15 points)*

Chapter VIII: Product

Task 3:

Describe the brand positioning of the Zalando brand based on the three known criteria (see also Figure 1 and Figure 2 for Zalando's current marketing appearance). Do you suggest changes in the current positioning of the brand – if so, why? If not, why not? *(15 points)*

Good luck! 😊