


[DOWNLOAD PDF](#)

ZARA - A European fashion brand

By Fatma Torun

Grin Verlag Nov 2007, 2007. Taschenbuch. Book Condition: Neu. 210x148x3 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 2004 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, printed single-sided, grade: sehr gut, University of East London, 11 entries in the bibliography, language: English, abstract: Galician Beauty: Spanish clothier Zara beats the competition at efficiency and just about everything else The Wallstreet Journal, May 18, 2001. During the years 2000-2001, Inditex, an international fashion manufacture and distribution group, received widespread favourable press, touting Inditex's success and attributing it to Zara's unique integrated business model (Freiemen, 2002). In this case study we want to analyse this phenomenon called Zara, a strategic unit of the Inditex Group, and evaluate the strategies of Zara on the European fashion market. 40 pp. Englisch.


[READ ONLINE](#)

[3.52 MB]

Reviews

Complete information! It's this kind of good study. This really is for all those who state that there was not a well worth looking at. I found out this pdf from my dad and I encouraged this ebook to learn.

-- **Candida Deckow III**

This sort of book is almost everything and helped me looking in advance and much more. Yes, it can be enjoyed, nevertheless an amazing and interesting literature. It's been written in an extremely simple way which is simply right after I finished reading this publication through which in fact altered me, alter the way I really believe.

-- **Lizeth Witting**