

THE ZARA CASE – EXERCISE

Next Technology Tecnotessile

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The Zara case – exercise

Answer the following questions

1. Can Zara' design be identified as a unique style, with its own product line?
2. Describe Zara's sales and communication policies.
3. How is the distribution chain organized?



4. Based on the considerations made, Inditex group (Zara is the brand) is more configurably considered as:
- A design company
 - A clothing manufacturing company
 - A logistics and distribution company

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