

Inditex Group China in Apparel and Footwear (China)

https://marketpublishers.com/r/I0CD5D701F1EN.html

Date: May 2014

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: I0CD5D701F1EN

Abstracts

Inditex Group China continues its successful multi-brand strategy with different brands meeting the needs of various consumers in China by directly owning the brands represented by Zara. Thanks to its aggressive expansion in China and well-established brand awareness, Zara topped the 2013 Google Zeitgeist China as the hottest searched brand in the fashion and beauty category.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Apparel, Footwear, Sportswear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Apparel and Footwear market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.



Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.



Contents

Strategic Direction

Key Facts

Summary 1 Inditex Group China: Key Facts

Company Background

Competitive Positioning

Summary 2 Inditex Group China: Competitive Position 2013

Retail Operations

Summary 3 Inditex Group China: Retail Operational Indicators

Internet Strategy

Chart 1 Inditex Group China: Zara in Shanghai

Production



I would like to order

Product name: Inditex Group China in Apparel and Footwear (China)
Product link: https://marketpublishers.com/r/l0CD5D701F1EN.html

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

Payment

First name:

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/I0CD5D701F1EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

Last name:	
Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970