

Inditex, Industria de Diseño Textil SA in Apparel and Footwear (Portugal)

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Abstracts

One of the reasons for Inditex' success in the Portuguese market is the speed at which the group's insignias are capable of renewing their collections. In order to keep up with such levels of efficiency, Inditex is expected to try to increase the production of its brands in Portugal. Other than speed, logistics costs would likely fall and profits in Portugal may increase. For this strategy to be successful, the company is likely to reinforce the recently-constituted cluster team of 16 members...

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