

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

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Date: July 2015

Pages: 2

Price: US\$ 572.00 (Single User License)

ID: IAE125852E6EN

Abstracts

The company is the leading player in apparel and footwear in Romania at the GBO level, with a brand portfolio that comprises Zara, Bershka, Pull & Bear, Massimo Dutti, Stradivarius, and Oysho. The company is pursuing a dynamic expansion strategy, especially with the newer brands like Stradivarius, Bershka and Massimo Dutti. The company is expected to gain a strong foothold in online retailing, due to being the first mover amongst the international brands present in Romania. After not opening a...

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