

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

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Abstracts

Inditex has recognised Russia as a very important territory as part of its global operations and the company is in the process of implementing a strong expansion strategy in the country. Inditex targets young adults and offers fashionable apparel with a favourable price/quality ratio. Inditex is not planning to leave Russia or change its current strategy and it recently announced plans to expand further in the country despite the onset of the economic downturn.

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