

# Inditex, Industria de Diseño Textil SA in Retailing (Spain)

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## Abstracts

In 2013 Inditex continued to make its online stores more attractive, simple and easy to use, including offering diverse payment and delivery options. The idea of the company is to keep clients satisfied, and to know its potential customers in other countries in which it has no physical presence through their online purchases, so the company can determine whether to open stores or not.

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