

Inditex UK Ltd in Apparel and Footwear (United Kingdom)

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Abstracts

Inditex UK has never carried out a huge amount of promotional activity like its high street rivals, preferring to rely on its flagship stores and reputation as the main marketing draw for consumers. However, the company recognises the importance of a digital presence, and has revamped its transactional websites, particularly for its core brand Zara. The company will continue to push online traffic for its brands as it looks to expand its presence across the UK, as the majority of Inditex's...

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