

Zara Argentina SA in Apparel and Footwear (Argentina)

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Date: July 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: Z332290B47CEN

Abstracts

Global player Inditex follows a strategy of cost leadership, thanks to economies of scale achieved by very low production costs compared to the profit margin obtained. In parallel, the particular business model of Inditex also pursues a differentiation strategy characterised by the continuous arrival of new products and designed to bring fashion designers' designs to their consumers. Its customers perceive it as an exclusive brand but at affordable prices.

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