

Zara Argentina SA in Retailing (Argentina)

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Abstracts

Zara Argentina continued to outperform retailing in Argentina in 2012. The company's success is based on the enduring popularity of its high-quality garments and footwear as well as its competitive price positioning. Inditex operates nine large-format Zara outlets in Argentina, all of which are located in strategic locations in urban and suburban areas of Buenos Aires. The company has expanded through the careful selection of locations of its outlets, many of which are positioned within major...

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