

Zara Bucuresti SRL in Apparel and Footwear (Romania)

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Abstracts

Over the forecast period, Zara's expansion strategy in Romania will continue to be more focused on targeting higher-income consumers via its existing outlet network than on opening new stores in smaller localities.

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Contents

Strategic Direction

Key Facts

Summary 1 Zara Bucuresti SRL: Key Facts

Summary 2 Zara Bucuresti SRL: Operational Indicators

Retail Operations

Summary 3 Zara Bucuresti SRL: Retail Operational Indicators 2013-2015

Internet Strategy

Competitive Positioning

Summary 4 Zara Bucuresti SRL: Competitive Position 2015

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