

Zara Canada Inc in Apparel and Footwear (Canada)

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Abstracts

Zara is one of the leaders of the growing fast fashion retail hub in Canada. The company offers a multitude of products at low price points. Its merchandise rotation makes it easy for the company to spot mini fashion trends throughout the year and offer consumers the latest, trendiest items. The strategy of parent company Inditex in Canada is to compete on a higher price platform. The company opened its new Massimo Dutti store in Toronto in 2013 and plans to expand it.

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