

Zara Deutschland GmbH in Apparel (Germany)

<https://marketpublishers.com/r/Z7E2B40DBDFEN.html>

Date: September 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: Z7E2B40DBDFEN

Abstracts

Zara Deutschland continues to follow its expansion strategy. The parent company Inditex intends to increase its presence in Germany with its established and new brands. In March 2011, the first Zara Home shop in Frankfurt opened its doors to customers. In August 2011, Inditex launched with Bershka, a new brand to Germany and opened its first store in the capital Berlin. The online store, introduced in 2010, has been well received by its customers and gains increasing importance.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Clothing, Footwear, Sportswear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Apparel market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Strategic Direction

Key Facts

Summary 1 Zara Deutschland GmbH: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Zara Deutschland GmbH: Competitive Position 2012

Internet Strategy

I would like to order

Product name: Zara Deutschland GmbH in Apparel (Germany)

Product link: <https://marketpublishers.com/r/Z7E2B40DBDFEN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/Z7E2B40DBDFEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970