

Zara France Sarl in Apparel and Footwear (France)

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Abstracts

Given lower operating profits in France, Zara France Sarl is expected to improve efficiency and fully optimise its existing outlets; an expansion plan via new shop openings will likely be subjected to more in-depth market analysis. Zara may also further develop its range of childrenswear. Many consumers view their children's clothes as a reflection of their own personal style, thus the Zara Kids brand is perfectly positioned to capitalise on this trend, thanks to the established brand...

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Chart 1 Zara France Sarl: Zara stand-alone outlet in Angers, France

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