

Zara Norge AS in Apparel and Footwear (Norway)

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Abstracts

Zara Norge wishes to maintain its position as a company that offers high-quality clothing and footwear with high-fashion clothing designs. The company wants to continue to reduce its conventional supply chain response to less than two months in order to meet consumer demand. This situation gives Zara Norge competitive advantages against its main competitors.

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Contents

Strategic Direction

Key Facts

Summary 1 Zara Norge AS: Key Facts

Summary 2 Zara Norge AS: Operational Indicators

Company Background

Competitive Positioning

Summary 3 Zara Norge AS: Competitive Position 2013

Retail Operations

Summary 4 Zara Norge AS: Retail Operational Indicators

Internet Strategy

Chart 1 Zara Norge: Zara in Oslo

Production



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