

Zara Österreich Clothing GmbH in Apparel and Footwear (Austria)

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Abstracts

Zara Österreich Clothing GmbH is expected to follow its strategy of expansion in Austria over the forecast period. This is influenced by the strategy of its parent company, Inditex, which invests in opening new outlets in Austria. In 2013, an additional Bershka outlet was opened in Austria while Zara outlets remained stable. While Zara is seen as a mid-priced brand, Bershka is targeting more price-sensitive consumers.

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