

Zara (Phoenix World Trading) in Apparel (Venezuela)

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Abstracts

Zara operates the international brands Zara, Bershka and Pull & Bear. Zara is currently the most recognised brand among Venezuelans as it was the first to be launched in the country. Bershka and Pull and Bear are presented as alternative stores to access different market segments within the country. Zara Venezuela is expected to focus on competitive pricing structures in order to avoid potential consumer migration to cheaper brands.

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