

Zara Portugal Confecções Lda in Apparel and Footwear (Portugal)

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Abstracts

Zara's main objective for the forecast period will be to remain centred on the improvement of its recent and innovative stock control methodology. The intention is to develop Zara's RFID system, which will enable the company to immediately update stock in its outlets. Beyond improvement in stock management, this upgrade will also enable faster and more efficient product restitution.

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