

Zara SNG OOO in Apparel and Footwear (Russia)

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Abstracts

Zara focuses on mid-priced products in Russia. The key for manufacturers is that this approach enables Russian buyers to feel involved in the world of high fashion but at an affordable level. The percentage of discounted sales is around 15-20%. If the model does not sell, it is removed from sale immediately, orders for further production are cancelled and the company instantly launches a new design.

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