

Fast Fashion: Zara Stores, Case Study Solution

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Date: January 2017

Pages: 3

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Abstracts

The case study contains answers of 5 questions. Cont... (500 words of this Report)

Contents

How is strategic management illustrated by this case story?

How might SWOT analysis be helpful to Inditex executives? To Zara store managers?

What competitive advantage do you think Zara is pursuing? How is she exploiting that competitive advantage?

Do you think Zara's success is due to external or internal factors or both? Explain.

What strategic implications does Zara's move into online retailing have?

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