

Fast Fashion - Zara Stores Case Study

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Abstracts

This report addresses the answer of the case study 'Fast Fashion: Zara stores'. Table of contents shows the Questions of the case study. (Continued...) Wordcount of report: 500words

Contents

Introduction

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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