

Profile of Marzotto Group: A Major Player in the Italian Textile Industry

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Abstracts

Marzotto Group has expanded considerably since it was established in 1836 as a small wool weaving mill in Valdagno, in the Veneto region of northern Italy. Today, it consists of five autonomous business segments - namely fabrics, wool yarns, linen yarns, home decor and silk - comprising several manufacturers and brands. The group's products are marketed under a number of well known brand names, and are sold throughout Italy and also internationally. The group competes with Asian companies by manufacturing some of its products at sites in Eastern Europe and North Africa where production costs are cheaper, while maintaining a strongly Italian culture. Also, it places great emphasis on increasing the speed at which it reacts to changes in market and fashion trends by continuing to manufacture some of its output in Italy. This report highlights the company's development, structure, strategy, sourcing, logistics, competitors, corporate social responsibility (CSR) and financial performance. It also provides an analysis of Marzotto's strengths and weaknesses, and the opportunities and threats it faces, as well as an outlook for the future. The report serves as an indispensable case study for those who want insight on a market leader in the industry.

Contents

SUMMARY

INTRODUCTION

COMPANY DEVELOPMENT

COMPANY STRUCTURE

Fabrics

Marzotto Tessuti

Guabello

Marlane

Fratelli Tallia di Delfino

Estethia-GB Conte

Tessuti di Sondrio

Nuova Tessilbrenta

Redaelli Velluti

Wool yarns

Linen yarns

Home decor

Silk

COMPANY STRATEGY

SOURCING AND LOGISTICS

COMPETITORS

CORPORATE SOCIAL RESPONSIBILITY (CSR)

FINANCIAL PERFORMANCE

STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOT)

Strengths

Weaknesses

Opportunities
Threats

OUTLOOK

List Of Tables

LIST OF TABLES

Table 1: Marzotto Group: acquisitions, 1985-2012

Table 2: Marzotto Group: key financial data, 2006-12

List Of Figures

LIST OF FIGURES

Figure 1: Marzotto Group: company structure

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