

A Comprehensive Research of the Supply Chain of Uniqlo

A Report for Uniqlo Scholarship Winter Program (Supply Chain Reform Direction)

Chen Wang*

February 11th, 2020

Contents

1	Abstract	2
2	Keywords	2
3	Introduction	2
4	The Concepts of Supply Chain and Specialty Store Retailer of Private Label Apparel	2
5	The Growth of Uniqlo Business of Fast Retailing Co. Ltd.	2
6	General Analysis of Uniqlo of the Supply Chain of Uniqlo	2
7	Comparative Case Analysis Between Uniqlo and Giordano	2
8	Analysis of Quick Response Based Supply Chain Management in Uniqlo	2
9	Conclusion	2

*Undergraduate in Software Engineering, Software School of Fudan University; Software Development Engineer at Amazon Shanghai Institute of Artificial Intelligence, Amazon Web Services. (cwanam@amazon.com)

- 1 Abstract
- 2 Keywords
- 3 Introduction
- 4 The Concepts of Supply Chain and Specialty Store Retailer of Private Label Apparel
- 5 The Growth of Uniqlo Business of Fast Retailing Co. Ltd.
- 6 General Analysis of Uniqlo of the Supply Chain of Uniqlo
- 7 Comparative Case Analysis Between Uniqlo and Giordano
- 8 Analysis of Quick Response Based Supply Chain Management in Uniqlo
- 9 Conclusion