|  |  |  |  |
| --- | --- | --- | --- |
|  | **Activity** | **Weakness? If any?** | **Scalable?** |
| Inbound Logistics | * Everything produced in one place: La Coruna. |  |  |
| Operation | * Emphasis on speed |  |  |
| Outbound Logistics | * Distribution Centres (DC’s) don’t keep stock. Distribution is automated. In and out through automated conveyors. * “Theoretical inventory”. No need for actual exact inventory. * Decentralized system of ordering products. A lot of responsibility on the managers. Allows a lot of adaptability on different geographical areas. |  |  |
| Sales & Marketing | * Minimal cost in advertising. * No investment at all in predicting or pushing trends in fashion. * Very short lifespans of items in sale. 🡪 buy immediately. Visit often. |  |  |
| Servicing | * Limited to returns handling (relate this to lack of online ordering. Less returns) |  |  |



**Should the company upgrade the POS terminals to a modern OS?**

**Should the company build in-store networks?**

Arguments:

* Current: each POS terminal had its own record. Not connected with other POS within the store.
* Count of POS terminals within a Zara store: <10 (Trinoma)
* <10 isn’t that time consuming to transmit individually.
* Cost of hiring IT to setup an in-store network per store vs.

**Should the company give employees the ability to look up inventory balances for items in their own stores?**

**Should the company give employees the ability to look up inventory balances for items from other stores?**

Arguments:

* Current: phone calls to nearby branches to find out stocks for certain units
* Frequency of placing, receiving orders: ???