Guide Questions

Zara: IT for Fast Fashion

Instructions: Form groups of three and answer these questions before the class. This will be submitted in typewritten form at the start of the class and also these questions will be the basis for the class discussion.

As usual, there will be a quiz before the discussion starts.

1. Using the Value Chain as a framework, identify and **relate with each other** at least ten primary activities of Zara that make unique from other clothing retailers? What weaknesses, if any, do you see with these unique activities? Is it scalable?

2. How would you advise Salgado to proceed on the issue of upgrading Zara’s POS systems?

• Should the company upgrade the POS terminals to a modern operating system?

• Should the company build in-store networks?

• 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 in other stores?