

MS 454
WRITTEN ASSIGNMENT-7
Zara Case

Due: December 2nd Friday 11:40

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- 1) Describe Zara's current sourcing strategy. How is it a competitive advantage for the firm?
 - 2) What specific challenges are results of Zara's rapid inventory turnover? What portions of Zara's replenishment strategy make it easier to manage?
 - 3) Will Zara's current sourcing strategy continue to be useful as it expands? How should this strategy change? What are the risks associated with this new strategy?
 - 4) What should the company do in the short term? In the long term?