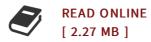




Zara: An analysis of marketorientated supply chain management in the retail fashion industry

By Carmen de la Cruz Iglesias

GRIN Verlag Gmbh Aug 2013, 2013. Taschenbuch. Book Condition: Neu. 212x149x2 mm. This item is printed on demand - Print on Demand Neuware - Bachelor Thesis from the year 2009 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, Hull University Business School, language: English, abstract: This paper has been developed to investigate how market orientation is aligned to supply chain management and thus, leverages a company s success. Answers were sought examining Zara, a strategic unit in the apparel Industria de Diseño Textil (Inditex) Group, which has widely been acknowledged as being a paradigmatic example of a leader in the fast fashion industry. Hereby, Zara s unique business model is investigated as well as its market-orientated approach that affects all scopes of its vertically integrated value chain. Finally, this report gives conclusions and an outlook while referring to the evaluated results. 36 pp. Englisch.



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