



Zara's Secret for Fast Fashion

By Peter Hermann

VDM Verlag Dr. Müller E.K. Okt 2013, 2013. Taschenbuch. Book Condition: Neu. 220x150x7 mm. Neuware - In extremely high competitive environments like the fashion industry, globalisation, increasing supply and demand uncertainties and the pace of market changes combine the intensive search for improved customer service, reduced cost and the elusive target of greater agility. This book discusses first on the basis of a theoretical analysis how the Spanish garments retailer Zara - the world's fastest growing clothing brand - faces these challenges with a close view at its unique supply chain management practices. Besides the conventional literature review, a different approach demonstrates how a business model can also be analysed by the application of the "Systems Archetypes". They are highly effective to understand patterns of organisations and the nature of underlying problems. Illustrated with causal loop diagrams they offer a basic structure, upon which a model can be further developed and are herewith very helpful and supportive in decision taking processes. To get an objective overview Zara's main competitor - the Swedish company Hennes & Mauritz - is also investigated which has a far more common way of managing its business model. 112 pp. Deutsch.



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Reviews

Very beneficial to all of class of people. I am quite late in start reading this one, but better then never. You may like just how the writer create this publication.

-- **Audra Klocko PhD**

Thorough information! Its this type of great go through. It is amongst the most incredible publication i actually have read through. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Germaine Welch**