



## ZARA. A European fashion brand

*Fatma Torun*

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Seminar paper from the year 2004 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: sehr gut, University of East London, 11 entries in the bibliography, language: English, abstract: "Galician Beauty: Spanish clothier Zara beats the competition at efficiency – and just about everything else" The Wallstreet Journal, May 18, 2001.

During the years 2000-2001, Inditex, an international fashion manufacture and distribution group, received widespread favourable press, touting Inditex's success and attributing it to Zara's unique integrated business model (Freimen, 2002).

In this case study we want to analyse this phenomenon called Zara, a strategic unit of the Inditex Group, and evaluate the strategies of Zara on the European fashion market.

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