

Company Background

- Founded: 1975
- Headquarters: Spain
- Employee: 100,000
- Revenue: 10.5 billion
- Global presence in 120 countries
- Sustainability: 2019

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Works Global

Works Global is a leading provider of workforce solutions for the retail and fashion industry. The company has a long history of providing high-quality talent to its clients, and is now expanding its services to include the management of retail stores.

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Questions?

Do you have more questions? Contact us at 1-800-234-2345 or visit our website at www.thecasesolutions.com for more information.

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ZARA Responsibility

Learn more about ZARA's commitment to social and environmental responsibility through our video series.

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Going Forward

As ZARA continues to grow, it is committed to staying at the forefront of the fashion industry. This includes investing in sustainable practices and innovative technologies to ensure long-term success.

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photo credit: NASA / Goddard Space Flight Center / Beta Sticks

On Top of the World

ZARA's commitment to sustainability is a key differentiator in the market. The company has implemented a range of initiatives to reduce its carbon footprint and improve its environmental performance.

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Competition

ZARA's success in the fast fashion market is due to its ability to quickly respond to changing trends and customer preferences. This is achieved through a combination of efficient supply chain management and a focus on quality and style.

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Spain
Departments
Corporate social responsibility
Team design and managing: Cohesive
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ZARA

Managing Stores for FAST FASHION

Questions?
Do you think more fast fashion companies will try to follow footsteps, or will continue to source to save money?
Is it unfair that ZARA is the company for all other?

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On 'Top of the World'

photo credit Nasa / Goddard Space Flight Center / Reto Stöckli

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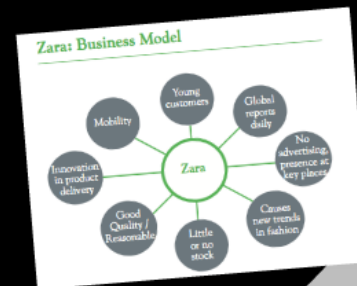


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Zara, 2011

On Top of the World

- Company strategy: Counter intuitive sourcing
 - More than half of goods are made in home country
 - Quality above all else
 - Visual Merchandising: Few items
- Beating out all designers by being the "copycat"
- "Possibly the most innovative and devastating retailer in the world."



Competition

- **H&M**- Lacking in E-commerce: began for Zara in 2011
- **United Colors of Benetton**- Production in Bangladesh
- **GAP**- Beat by ZARA, has issues with child labor in India

None can keep up with the immediate supply chain without outsourcing

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Going Forward

How ZARA continues to look towards a better world :

- Use organic or ecological fabric
- Management models conserve 20% of energy
- Specified Code of Conduct for manufacturers and external workshops

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The ZARA logo is displayed in a 3D, metallic font. The letters are white with a dark, reflective surface, giving them a three-dimensional appearance. They are set against a dark, slightly blurred background that suggests a modern, industrial or retail environment.

Questions?

Do you think more fast fashion companies will try to follow ZARA's footsteps, or will continue to outsource to save money?

Is it unfair that ZARA is just a copy cat company for all other designers?

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