INDITEX
ZARA: Fast Fashion
Overview

- Zara Through the Years
  - Industry Analysis
- Issue at Hand
- Possible Solutions
- Our Recommendation
- Contingency Plan
Time Line

1975
First Zara Store
La Coruna, Spain

1980
Vertical Integration

1991
Stores in Spain, France
& New York
Incorporated Pull&Bear,
Massimo Dutti

2002
Distribution Centre (Zaragoza, Spain)
Operating 6 brands
Production Process: Start to Finish

Designers

Purchasing Offices

Comditel
- Dying
- Patterning
- Finishing

200 External Suppliers

1/3 Asia

2/3 Europe & North Africa

1/3 Asia

60% External

40% Internal

Manufacturing Complex
JIT with Toyota

Inspecting
Ironing
Folding
Bagging
Ticketing

Overseas Sewing Workshops

Sewing Workshops

Distribution Center