

Study Assignment

Zara: Fast Fashion Case Study

In preparation for the Zara: Fast Fashion case, please focus on understanding the Zara business model and operating system by considering these questions:

1. What are the distinctive features of Zara's business model and specifically how do they work? And how do they work together? How do these features affect its operating economics?
2. How well does Zara's advantage travel globally?
3. What is the best way to grow the Zara chain?