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Carmen de la Cruz Iglesias

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An analysis of market-orientated supply chain management in the retail fashion industry with particular reference to the case of Zara

Bachelor Thesis



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Bachelor Thesis from the year 2009 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, University of Hull, language: English, abstract: This paper has been developed to investigate how market orientation is aligned to supply chain management and thus, leverages a

company's success. Answers were sought examining Zara, a strategic unit in the apparel Industria de Diseno Textil (Inditex) Group, which has widely been acknowledged as being a paradigmatic example of a leader in the fast fashion industry. Hereby, Zara's unique business model is investigated as well as its market-orientated approach that affects all scopes of its vertically integrated value chain. Finally, this report gives conclusions and an outlook while referring to the evaluated results.