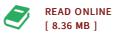




## Strategic Analysis of Zara

By Marvin Mertens

GRIN Verlag Jul 2015, 2015. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Titel. Neuware - Seminar paper from the year 2015 in the subject Business economics - Business Management, Corporate Governance, grade: 85.00/100.00, University of Strathclyde (Department of Management Science), course: Strategy Modelling & Management, language: English, abstract: This paper comprises a stakeholder grid and a competence map for the Spanish fashion retailer Zara, as well as a chapter including strategic recommendations based on both the two maps and additional insights gained through an extensive literature review. By using both a stakeholder grid and a competence map, strategic issues related to Zara are analysed both from an external and from an internal perspective. Moreover, the paper includes comments on the process of developing the stakeholder grid and the competence map, and may thus help prospective users of these tools apply them appropriately. 20 pp. Englisch.



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