Inditex 2002 is an interactive case study that analyses the strategy and the positioning of the group at that moment in time.

Through this interactive case study, students will analyze:

- The management model of the group
- The value chain
- The capacity for internationalization
- Inditex’s competitive environment
The case includes several different videos which show the processes at Inditex.

The information is complemented by interviews with the CEO and vice-president the group.
Different interactive exercises, such as for example, the development of the value chain, cement student understanding.
Interactive graphs and charts present information about the Inditex group: store locations both in and outside of Spain, sales figures, the Inditex brands, etc.