Grupo Saéz Merino, S.A. is an interactive case which uses different exercises to analyse the evolution of a company, focusing on production to orientate product and product and the brand. It also examines the competitive dynamics of the textile sector to gain an understanding of the importance of brand personality and positioning.

The main parts of the case are the following:

- History of the company and its brand
- Strategic analysis of values, positioning, distribution and communication
- Decision-making exercise to develop the brand’s strategy
In the first part of this practical case study; videos, photos and informative charts are used to detail the history of the company and its different products.
A) La relación actual entre la materia prima y las prendas está establecida de la siguiente manera: el 23% corresponde a la materia prima y el resto a las prendas. Determine cuál debe ser la proporción deseada.

B) Valora los siguientes aspectos de la organización, comenzando por Lois. Parte de la definición de la empresa e identifica las atribuciones del producto.

The second part of the case contains a series of exercises which help the student to analyze the company’s situation with regard to the context of the industry, the product—price relationship, distribution, sales force and communication.