

Customer centric retailing

Right product at the right time in the right conditions

World Retail Congress
Barcelona, May 6th 2009

INDITEX

It's all about the customer

INDITEX

The store as the vehicle of
communication and branding,
focused on the customer

INDITEX

The customer at the center of the Business Model

1.- The perceived space

- Brand's truth
- Meticulous stores location (true advertising vehicle)
 - Architectural proposals of external and internal elements
 - Careful design of the store windows
 - Deep product display analysis for the customer (trends, colours...)
 - Quality of products
 - Excellency in Customer's Service

INDITEX

The customer at the center of the Business Model

2.- The non-perceived space

- A logistic structure dedicated to each and every store's service worldwide: right product at the right time in the right conditions
- A commercial net that analyzes the offer's reaction transmitting the information in real time
- A Design Team in constant creative strain
- Flexible Manufacturing Lines coordinated (Proximity model & vertical integration)

INDITEX

- A logistic structure dedicated to each and every store's service worldwide: right product at the right time in the right conditions

INDITEX

Thanks

Customer centric retailing:
right product at the right time in the right conditions

World Retail Congress
Barcelona, May 6th 2009

INDITEX