

Anexo I. Registro del Título del Trabajo Fin de Grado (TFG)

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PROGRAMA: E2 ingles

GRUPO: 1

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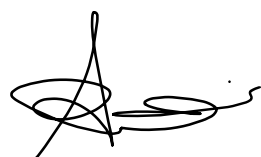
Nombre

Título provisional del TFG:

Value Creation Strategies in Inditex

ADJUNTAR PROPUESTA (máximo 4 páginas: Índice provisional, objetivos, metodología y bibliografía)

Firma del estudiante:



Fecha: 15/10/2024

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Objectives

The main objective of this research is to explore how Inditex creates value for its shareholders through a combination of strategic and innovative approaches in the fast fashion industry. Specifically, the project aims to:

- **Analyze the role of vertical and horizontal integration:** examine how Inditex uses integration to increase efficiency and flexibility on its supply chain, broaden its product range and capture new market segments enabling the company to respond quickly to market trends, consumer demand and enhance its market dominance.
- **Evaluate the impact of digital transformation:** assess the significance of digital transformation, including e-commerce expansion and the integration of artificial intelligence, in enhancing Inditex's operational efficiency and customer engagement.
- **Investigate key strategic growth areas:** explore the effectiveness of Inditex's strategies in geographic expansion, business diversification, and M&A (mergers and acquisitions), in increasing the company's market share and brand portfolio.
- **Measure value creation:** quantify Inditex's value creation through key financial indicators such as Total Shareholder Return (TSR), stock price evolution, and dividend policy, while relating them to key milestones in the company's growth trajectory.
- **Assess the role of ESG and sustainability:** evaluate how Environmental, Social, and Governance (ESG) initiatives contribute to Inditex's long-term value creation and its efforts to balance profitability with sustainability.
- **Compare Inditex's strategy with main competitors:** perform a comparative analysis of Inditex's value creation strategies with those of its key competitors (H&M and Shein) and other innovative companies (Apple), highlighting similarities and differences in their business models.
- **Analyze the use of artificial intelligence:** investigate the role of artificial intelligence in optimizing Inditex's supply chain, customer experience, and overall value creation processes.

Methodology

The methodology for this TFG follows a qualitative approach, supported by quantitative data analysis. The research aims to explore and analyze Inditex's value creation strategies through a comprehensive review of academic papers, industry reports, financial data, and latest news. I have structured the methodology around the following key components:

- **Research design:** this project will follow a case study approach, focusing on Inditex as a leading company in the fast fashion industry. The case study will examine in-depth the company's business model, strategic initiatives, and value creation practices.
- **Methods to collect data**
 - **Primary sources:** financial statements from Inditex's annual reports.
 - **Secondary sources:** data from multiple credible sources, including: industry publications, academic papers, sector-specific databases or academic research, among others.
- **Analytical framework:** the study will use several analytical tools to measure and evaluate Inditex's value creation strategies. To conduct the analysis below: excel, machine learning, python and visualization tools will be used.
 - **Business analysis:** for example, SWOT analysis to identify Inditex's internal strengths and weaknesses, as well as external opportunities and threats.
 - **Financial performance analysis:** key metrics such as Total Shareholder Return (TSR), stock price evolution, and dividend policy will be analyzed to assess Inditex's financial value creation.
 - **Comparative analysis:** a comparison between Inditex and its main competitors will be conducted, focusing on strategic initiatives, market adaptability, and technological innovations.
- **Structure:** this project is divided into eight main sections: introduction, foundations and business environment, business model analysis, value creation strategies, how to measure value creation, comparative analysis, challenges & opportunities and conclusions. Each section will study and analyze the topic to provide a comprehensive understanding of Inditex's approach to value creation.

Bibliography

Inditex Annual Report 2023. Insights into Inditex's financial performance, strategic decisions, and sustainability initiatives. Source: [Inditex Official Website](#)

Santander Corporate & Investment Banking reports on Inditex (March, June, and October 2024). Quarterly analysis on key strategy steps of Inditex. Focusing on: *"Ticking the Momentum, Execution and Growth-Capex Boxes"*, *"Setting Its Own Pace"* and *"Quality, Durable Growth Comes at a Price"*.

Harvard Business School Case Study. Analysis of Zara's business model, supply chain strategies, and global expansion. Author: McAfee, A., Dessain, V., & Sjöman, A. (2019). Publisher: Harvard Business School Publishing.

Shein vs. Zara: Digital Transformation in the Fast-Fashion Industry. A comparative analysis focused on the digital strategies of Shein and Zara, highlighting the role of technology and e-commerce in reshaping the fast fashion industry. Publisher: Asia Case Research Centre.

Zara: Evolving Fast Fashion Industry. Report exploring Zara's adaptation strategies within the fast fashion industry, emphasizing its response to market trends and global challenges. Publisher: Ivey Publishing.

The 2021 IPO mission brochure of Inditex. This document provides a detailed overview of the company's strategic objectives, expansion plans, and its sustainability-driven business model. It also includes key financial information, such as growth projections, risk analysis, and the company's historical market performance.

The History section of [Inditex's Official Webpage](#). It outlines the company's origins and growth, from the opening of its first store in 1975 to becoming one of the largest fashion groups worldwide. It also highlights key milestones in its development, such as international expansion and the creation of its main brands.