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# *Inditex: Outsourcing in Tangerang*

# *Introduction*

As parent company to worldwide fashion leader Zara Inditex operates a distinct supply chain design that enables swift apparel manufacturing and distribution. The case "Inditex: Tanger" analyzes Tanger's outsourcing approach to Morocco production while examining the strategic dimensions of this decision.

# *Flexibility in Production*

Through outsourcing services Inditex achieved dynamic production capabilities which enabled it to increase or decrease manufacturing according to market requirements.

# *Supplier Dependence*

External manufacturers took away the production control Torre benefited from supplying its own manufacturing facilities.

# Conclusion

The choice to operate manufacturing through Tangier was made by Inditex as a tactical solution to achieve both efficient price structures and flexible supply networks. Trenchant risk management combined with strategic planning enables the company to keep its market leadership position despite encountered difficulties.

# Resource

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