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# **PLAZA, THE LOGISTICS PARK OF ZARAGOZA**

# INTRODUCTION

Among the newest objects of the Spanish logistics and transportation sector, Plaza, the Logistics Park of Zaragoza, can be mentioned as one of the most important ones. Thus, this paper will evaluate the strategic, economic and operation dynamic of Plaza by identifying how it has transitioned into being a logistics center. Our discussion will involve identification of the cause of success, the opportunities, threats and solution mode adopted leading to the conclusion of this success for the firm or industry under the analysis.

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# BACKGROUND

Zaragoza based, Plaza is one of the biggest logistics parks in the entire Europe. Plaza was developed with the primary purpose of promoting the improvement of economic standards in the region; as a result, it has attracted many international investors and such a wide assortment of multinational corporations caused by the geographically favorable location of Plaza, providing excellent infrastructure, as well as effective logistics. This entails that location is another advantage well suited for companies that require easy access to roads, rails and airport for logistics purpose.



# SOLUTIONS AND RECOMMENDATIONS

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In order to overcome these challenges the following strategic directions have been developed in Plaza: To sum up, new technologies developing including the automation and digitalization of logistics realizations increase effectiveness and decrease losses. Partnership with Universities and training institutions to be able to set up training courses that will provide the trainees who are endowed with the skills needed for the operations of the organization. In addition, it can be pointed out that Plaza has paid much attention to sustainable development; for example, the company uses green logistics and renewable energy sources, following the legislation of a number of countries.



# CONCLUSION



Thus, Zaragoza Logistics Park or Plaza, stands for a successful logistics export zone due to its location on the map, infrastructure, and best practices. So the identified challenges are effectively solved with the help of technological development and the usage of sustainable solutions, which help Plaza remain a driving force in the logistics and transportation sector and make a large contribution to the growth of regional economy.

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