I‌‌‌‍‍‌‍‍‌‍‌‍‌‍‍‌‌‌‌n chapter 10 of Grant, R. M. (2019). Contemporary strategy analysis (10th Ed.), we looked at the boundaries of companies on the expanding size and scope of companies, in addition to vertical and multinational expansion. For this week’s assignment, we have to review Zara: Super-Fast Fashion, Case 15 (in the textbook; Grant, R. M. (2019). Contemporary strategy analysis (10th Ed.). Case Study Questions: 1. Identify the key issues and underlying issues from the case study 2. What are the main activities in the value chain for fashion clothing (from raw material to retailing)? Which activities are undertaken by the companies that o‌‌‌‍‍‌‍‍‌‍‌‍‌‍‍‌‌‌‌wn the leading brands of fashion clothing? Why do mass-market fashion companies mostly outsource manufacturing? 3. Describe in some detail the actions that would address or correct the situation 4. What is Zara’s strategy? What role does vertical integration play in this strategy? 5. How sustainable is Zara’s competitive advantage? What changes in Zara’s strategy or its management systems, would you recommend? References: Grant, R. M. (2019). Contemporary strategy analysis (10th Ed.) Hoboken, NJ: John Wiley & Sons. ISBN: 9781119495727 Additional 5 scholarly, peer-reviewed journal articles published within the last‌‌‌‍‍‌‍‍‌‍‌‍‌‍‍‌‌‌‌ 5 years.